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BROADCASTING TELECASTING

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Begins on Page 67

21ST year
The Newsweekly of Radio and Television

9 reasons why YOU can SELL N.Y. on channel 9

WOR-tv offers you:

★ low-budget programs
★ low-cost facilities
★ time rates at Oct. '51 level
★ non-preemption guaranteed
★ New York's finest studios
★ top film facilities
★ prime 60-second availabilities
★ live-commercial opportunities
★ sales-booster saturation plans

ACT NOW

for best availabilities;
orders for Fall campaigns
now being signed.

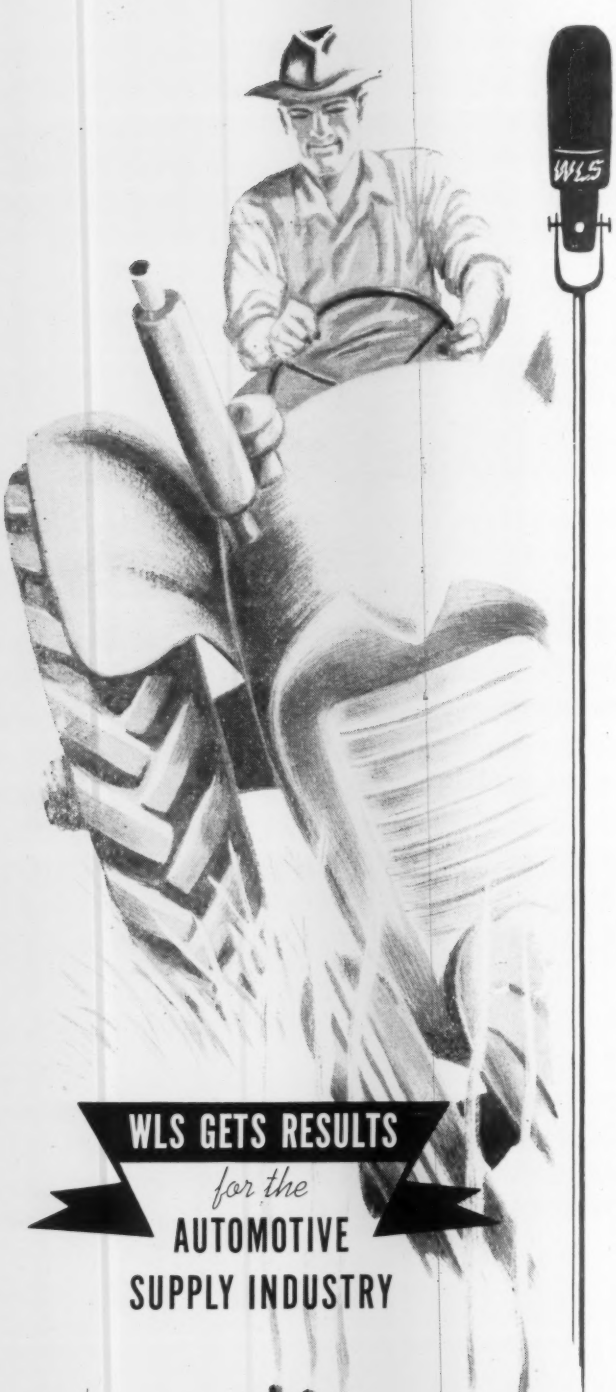
America's best tv-spot buy

WOR-tv

serving over 3,000,000 TV homes in the world's largest market

XUM

"COST TOO MUCH", they said . . . until



people started asking for them!

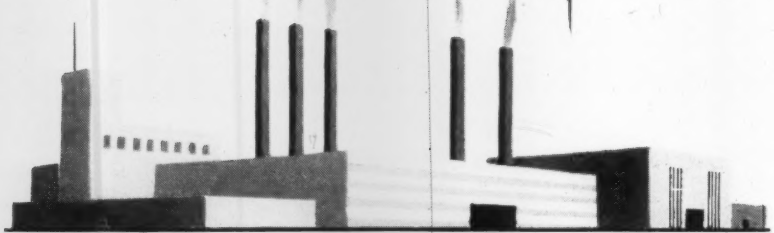
A certain manufacturer makes a tractor brake requiring original factory installation on new tractors. It can *not* be used for replacement.

This brake is exceptionally high quality . . . and has an unusual safety factor . . . but is somewhat more costly, so most tractor manufacturers hesitated to use it. Their costs had already sky-rocketed . . . and they didn't think farmers would pay more for tractors with these better brakes. As a result, these brakes were available on only twenty-three 1950 models.

An intensive advertising campaign on WLS "sold" the idea and advantages of these better brakes to farmers . . . and the demand thus created readily convinced leading tractor manufacturers. As a result, these brakes were offered on forty-eight 1952 models . . . and the brake manufacturer had $3,000,000 in orders.

If you have a product or service of merit . . . you'll find the vast WLS audience equally receptive and responsive to sound reason and sincere appeal. Better see your John Blair man or contact us today . . . and add yours to the growing list of success stories being developed for WLS advertisers the nation over.

WLS GETS RESULTS *for the* **AUTOMOTIVE SUPPLY INDUSTRY**



CLEAR CHANNEL Home of the NATIONAL Barn Dance

WLS The PRAIRIE FARMER STATION CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK REPRESENTED BY JOHN BLAIR & COMPANY

Look Folks... BABY'S GOT 2 TEETH!

Michigan's WKHM makes its mark EARLY... both LOCALLY and NATIONALLY

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MEMO

From: WKMH (The Big Sister)
To: WKHM (The New Baby)
Subject: HAPPY HALF BIRTHDAY!

Congratulations on your first six months of operation. You're really earning the name, "The Jackson Station". Yes, with only half a birthday to your credit, Jackson listeners have come to recognize you as the dominating voice for service, news, sports, music . . . real radio enjoyment. And that includes some 600,000 Jackson neighbors, all the way from the Ohio border to Owosso, Michigan. Advertisers too, seem to realize you are "The Greater Voice of Greater Jackson", for you have 133 clients on the air as of this date, including such national advertisers as: Chase & Sanborn, Drewry's, Trend, Tetley Tea, Chevrolet, etc. Congratulations and keep up the good work!

Big Sister WKMH
Metropolitan Detroit's Most Powerful Independent

◀ LOCAL

▼ NATIONAL
Billboard Magazine

PEACEMAKER

Newscaster Helps Settle Prison Riot

DETROIT, May 3.—One of the key factors leading to the final peaceful ending of prison riots staged at the Michigan State Prison at Jackson was the prisoners' recognition of the integrity and impartial status of Ron Milton, news editor of WKHM, Jackson. Milton was one of three men with whom the prisoners agreed to deal on a settlement and at one time was asked by the cons to hold a private talk with their leaders.

Milton was known to many of the prisoners thru his local news show, "The Police Blotter." When the flare-up began last week, he was one of the reporters who interviewed the cons in their cell block. He asked for and got the prisoners' side of the problem via a tape recording which was later quoted widely by national news services.

No wonder MORE and MORE listeners are turning to . . .

WKHM

970 on the Dial JACKSON, MICHIGAN 1000 Watts, Full Time

Contact your Headley-Reed Representative

ublished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

rehearsal for disaster

When "bombs" fell recently on the Marietta Depot, a large Army supply and transportation installation twelve miles west of Lancaster, Pennsylvania, a WGAL-TV camera crew was on hand to record the event. The simulated bombing attack, staged by the area's Fire Police Association, was designed to test the men and equipment of the fire police and other emergency organizations. Pictured here is a WGAL-TV cameraman, filming one of the fires which followed the "bombing."

Through WGAL-TV's thorough coverage of the mock disaster, residents of the entire area were instructed in the preparations their communities are making to help them in the event of a **real** disaster. **On-the-spot coverage of newsworthy community events is a regular feature of WGAL-TV.**

WGAL-TV

Lancaster

Pennsylvania

A Steinman Station

Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago San Francisco Los Angeles

at deadline

CLOSED CIRCUIT

IDEA of how much coverage of GOP convention cost networks in preemptions alone (early story, page 23) is given by quick poll showing at least 36 hours of regularly sponsored TV network programming alone was cancelled out by convention telecasts last week. Tentative figures Friday showed CBS-TV had had to cancel 16¼ hours of regular commercial time; NBC-TV 15 hours; DuMont 3¼, and ABC-TV 1½. Radio figures not immediately available.

WITH EISENHOWER'S victory, speculation immediately arose as to top chairmanship and make-up of FCC, should general win in November elections. Taft victory, it was thought, would have assured appointment of Robert F. Jones, fellow Ohio Republican, but an Ike victory wouldn't necessarily preclude it. Only other Republican lawyer on FCC is vice chairman Rosel H. Hyde, of Idaho, who doubtless would have substantial support.

NOW with Time Inc., as radio-TV consultant, president and 50% owner (with Time Inc.) of KOB AM-TV Albuquerque, Wayne Coy, former FCC chairman, may turn up in high status with Ford Foundation. Before his *Time* arrangement, Mr. Coy had been offered reported $35,000 post with foundation which is interested in television development, and is now understood to be considering him for ad-

(Continued from page 6)

MULLEN AND ZUGSMITH FORM BROKERAGE FIRM

NEW radio-TV station and newspaper brokerage and consulting firm formed by Albert Zugsmith and Frank E. Mullen with headquarters at 846 N. Cahuenga Blvd., Hollywood, and 121 S. Beverly Dr., Beverly Hills, Calif. Firm titled Albert Zugsmith-Frank Mullen Corp.

Mr. Zugsmith, president of new corporation, said to have financed sales of stations and newspapers totaling $60 million in last decade. Mr. Mullen, secretary-treasurer, is former NBC vice president and later official of G. A. Richards stations and has been TV and newspaper consultant.

WGY TO CHRISTAL

GENERAL ELECTRIC CO's WGY Schenectady, 50-kw pioneer station, has appointed Henry I. Christal Co. as its national representative, effective Aug. 1, Robert B. Hanna Jr., in charge of GE broadcasting, announced Friday. Station has been represented by NBC National Spot Sales, which Mr. Hanna said will continue to represent GE's WRGB (TV) Schenectady.

CHICAGO-ST. LOUIS RELAY

AT&T Friday filed application with FCC to construct $4 million radio relay system between Chicago and St. Louis. Planned for completion year hence, 283-mile route will augment existing coaxial cable facilities for TV program transmission as well as providing hundreds of additional telephone message circuits.

BUSINESS BRIEFLY

HUMPHREYS TO KATZ ● Humphreys Medicine Co., N. Y., appoints Joseph Katz Co., that city, to handle advertising for its Trokells throat tablets and complete line of medicated products.

GROVE BUYS SPOTS ● Grove Labs (Pfunder tablets) placing one-minute radio spots six times weekly in number of markets, starting immediately for 52 weeks. Agency, Harry B. Cohen, N. Y.

HAZEL BISHOP ON NBC ● Hazel Bishop Inc., N. Y. (No-Smear lipstick and Complexion Glow), signs for 70 minutes weekly on NBC radio. Company will sponsor five-minute *Inside News from Hollywood* Mon. through Fri. (2:55-3 p.m. EDT), and Mon.-Wed.-Fri. segments of *Lorenzo Jones* (Mon. through Fri., 5:30-5:45 p.m. EDT), both effective Aug. 4. Agency, Raymond Spector Co., N. Y.

MAGAZINE SPOT TEST ● *True Story* magazine conducting test radio spot campaign this week in three cities—Peoria, Ill.; Erie, Pa.; Toledo, Ohio—which, if successful, may lead to larger use of radio in fall. Agency, Joseph Katz Co., N. Y.

DuPONT CELEBRATES ● E. I. DuPont de Nemours Co. has bought time on NBC radio Friday July 18 (3-4 p.m.) to celebrate company's 150th anniversary. Henry B. DuPont, vice president and great-great grandson of founder, will speak and program will feature dramatic prologue dealing with founding of company.

FCC Begins Granting New TV; Denver Gets Three

EIGHTEEN NEW TV stations were authorized by FCC Friday—initial post-thaw action being simultaneous grant shortly after 10 a.m. Friday of three Denver permits—and 62 applications in 14 cities were designated for hearing in 26 consolidated proceedings.

New station grants, made in special morning and late night *en banc* sessions of Chairman Paul A. Walker and Comrs. Rosel H. Hyde, George E. Sterling and Robert Bartley, officially ended freeze on new construction imposed by Commission Sept. 30, 1948, followed by lengthy reallocation proceeding, including color TV controversy.

Reallocation plan, finalized in Sixth Report and Order [B•T, April 14], assigns some 2,000 channels to more than 1,200 communities. Of 108 U. S. stations now operating, Sixth Report specified 30 must change channels. Seven changes are already authorized, six earlier in week (see story, page 69).

Grants were made in accord with temporary processing procedure and city priority lists [B•T, May 26]. In addition to three-station award to Denver, FCC made double-station grants to Springfield-Holyoke, Mass.; Youngstown, Ohio; York, Pa.; Spokane, Wash., and Austin, Tex.

Single station grants went to Portland, Ore.; Flint, Mich.; Bridgeport, Conn.; New Britain, Conn., and New Bedford, Mass.

At morning session FCC made total of 14 new station grants, two for VHF, all rest UHF. Upon recess, staff members rushed processing of more applications.

New station authorizations for priority Group A-2 cities (no existing service) included:

Denver—Eugene P. O'Fallon Inc. (KFEL), Ch. 2; effective radiated power 56 kw visual, 28.5 kw aural; antenna height above average terrain, 780 ft. Estimated cost, $364,500. [For details about applicant, see TV applications, B•T, June 2].

Denver—Colorado Television Corp. (KVOD), Ch. 9; ERP 240 kw visual, 120 kw aural; antenna, 954 ft. Estimated cost, $394,000. [B•T, July 7].

Denver—Empire Coil Co., UHF Ch. 26; ERP 105 kw visual, 52 kw aural; antenna, 1,040 ft. Estimated cost $347,000. [B•T, June 23]. Empire Coil also got UHF grant at Portland, Ore., and is licensee WXEL (TV) Cleveland.

Portland, Ore.—Empire Coil Co., UHF Ch. 27; ERP 91 kw visual, 46 kw aural; antenna, 1,300 ft. Estimated cost, $347,000. [B•T, June 23]. See Denver grant.

Holyoke, Mass.—Hampden-Hampshire Corp. (WHYN), UHF Ch. 55; ERP 65 kw visual, 35 kw aural; antenna 990 ft. Estimated cost $180,000. [B•T, June 23].

Springfield, Mass.—Springfield Television Bcstg. Corp., UHF Ch. 61; ERP 115, kw visual, 58 kw aural; antenna 980 ft. Estimated cost $265,000 (See page 74). WSPR Springfield owns 19.2% of grantee.

Youngstown, Ohio—Vindicator Printing Co. (WFMJ), UHF Ch. 73; ERP 175 kw visual, 89 kw aural; antenna 960 ft. Estimated cost $972,000. [B•T, May 26, 19].

Youngstown, Ohio—WKBN Bcstg. Corp., UHF Ch. 27; ERP 200 kw visual, 100 kw aural; antenna 510 ft. Estimated cost $353,000. [B•T, May 12].

Flint, Mich.—Trans-American Television Corp., UHF Ch. 28; ERP 17.5 kw visual, 8.7 kw aural; antenna 490 ft. Estimated cost $189,400. [B•T, June 30]. Grantee also is applicant at Evansville, Ind., and Peoria, Ill. James L. Rubenstone, 100% owner, is associated with WFIL Philadelphia.

Spokane, Wash. — KXLY-TV, 315 W. Sprague, Ch. 4; ERP 100 kw visual, 54.95 kw aural; antenna 840 ft. Estimated cost $377,000. [B•T, July 7]. Bing Crosby is 47.6% owner and KXLY is 50% owner.

Spokane, Wash.—KHQ Inc. (KHQ), Ch. 6; ERP 100 kw visual; antenna, 941 ft. Estimated cost, $331,900. [B•T, June 9].

Austin, Tex.—Texas Bcstg. Co. (KTBC), Ch. 7; ERP 109.6 kw visual, 54.8 kw aural; antenna 485.8 ft. Estimated cost $341,000. [B•T, June 23].

Austin, Tex.—Capital City Television Co., Ch. 18; ERP 216.5 kw visual, 108.5 kw aural; antenna 328 ft. Estimated cost $405,500. Sole owner is Charles Henry Coffield, oil operator. [B•T, June 30].

New station applications granted in

(Continued on page 102)

at deadline

FORD FOUNDATION UNIT ALLOTS $80,000 TO SCHOOLS

GRANTS totaling $80,000 made to schools with radio-TV production center during coming year by Fund for Adult Education Div. of Ford Foundation, which also administers TV-radio workshop funds. Grants are to encourage use of radio and TV in adult education.

Sums up to $7,000 for radio and $9,000 for TV projects to be administered by National Assn. of Educational Broadcasters whose president, Seymour N. Siegel, is director of WNYC New York, municipal station. Grants not restricted to NAEB members nor to schools with own stations, including those with workshops producing programs heard on commercial outlets.

NEW TV APPLICATIONS

FCC Friday received 14 new and amended applications for TV outlets. New applications were:

KSBW Salinas, Calif., Ch. 8, ERP 11.5 kw, antenna height above average terrain 2,792 ft.; estimated construction cost $278,992, first year operating cost $300,000, revenue $350,000.

San Jose, Calif.—Standard Radio & TV Co., Ch. 11, ERP 180 kw, antenna 2,795 ft.; construction cost $491,352, operating cost $274,718, revenue $279,225. Principals include President **Allen T. Gilliland** (24%), owner of Sunlite Bakery, San Jose; Vice President **Fred J. Fletcher** (16%), majority stockholder of Fletcher (Buick) Motor Co., San Jose; Treasurer **Paul Shaeffer** (16%), owner Valley Equipment Co., San Jose, and **Roy M. Butcher** (16%), electrical contractor.

Denver, Col.—Knox LaRue, Ch. 2, ERP 54 kw, antenna 928 ft.; construction cost $237,755, operating cost $300,000, revenue $400,000. Applicant is 49% owner of KSTN Stockton, 33% owner of KONG Visalia and 37% owner of KMOR Oroville Calif.

WNDB Daytona Beach, Fla., Ch. 2, ERP 30.2 kw, antenna 324 ft.; construction cost $214,150, operating cost $148,000, revenue $160,000.

Daytona Beach, Fla.—Salisbury Bcstg. Co., Ch. 14, ERP 212 kw, antenna 837 ft.; construction cost $350,900, operating cost $350,000, revenue $375,000.

† **Portland, Me.—Community Bcstg. Service**, Ch. 13, ERP 6.9 kw, antenna 239 ft.; construction cost $290,000, operating cost $170,000, revenue $180,000. Applicant is licensee of WABI Bangor, Me., and applicant for TV station there.

WDYK Cumberland, Md., Ch. 17, ERP 102 kw, antenna 1,502 ft.; construction cost $253,333, operating cost $200,000, revenue $200,000.

WWXL Peoria, Ill., Ch. 19, ERP 90.8, antenna 275 ft.; construction cost $157,435, operating cost $155,000, revenue $225,000.

WFBR Baltimore, Md., Ch. 30, ERP 193 kw; construction cost $430,180, operating cost $313,268, revenue $250,000.

WAYS Charlotte, N. C., Ch. 9, ERP 316 kw, antenna 675 ft.; construction cost $449,400, operating cost $312,000, revenue $330,000.

† **WFMZ (FM) Allentown, Pa.**, Ch. 45, ERP 92.2 kw, antenna 264 ft.; construction cost $160,973, operating cost $260,000, revenue $310,000.

Harrisburg, Pa.—Harrisburg Bcstrs. Inc., Ch. 71, ERP 1,000 kw, antenna 989 ft.; construction cost $767,263, operating cost $575,990, revenue $385,000. Sole owner is **Donald E. Newhouse**, ⅓ owner of KGW Portland, Ore.

† **Lufkin, Tex.—Lufkin Amusement Co.**, Ch. 4, ERP 100 kw, antenna 483 ft.; construction cost $557,200, operating cost $200,000, revenue $180,000. Principals include president **E. L. Kurth** (22%), Vice President **J. H. Kurth Jr.** (24%) and **Mrs. Louise R. Henderson** (38%), all Texas residents.

Eau Claire, Wis.—Badger Bcstg. Co., Ch. 13, ERP 11.8 kw, antenna 466 ft.; construction cost $170,299, operating cost $90,000, revenue $100,000. Applicant is licensee of WIBA Madison, Wis., and applicant for TV there.

† Indicates pre-thaw application refiled.

LBS CONTINUES SUIT

LIBERTY Broadcasting System creditors, meeting in Dallas Tuesday, agreed to continue defunct network's triple-damage $12 million anti-trust suit against 13 National League baseball clubs. Liberty will still be represented in Chicago federal district court by McConnell, Lutkin & Van Hook there.

In this Issue—

New age in U.S. politics dawns as television presents Republican convention to audience that may have numbered 60 million. TV and radio became the major news media and a political issue as well. *Page 23.*

Despite sponsorship, radio and television networks take big losses in covering the GOP convention. Stations lose money too on cancelled commercials. *Page 23.*

Coverage by individual stations is probably all-time peak at Chicago. *Page 28.*

The Republican convention television coverage in review. *Page 28.*

Joseph H. Ream quits CBS for "purely personal reasons." There's no connection between his resignation and negotiations that were going on last week with CBS Radio affiliates who hope to fend off a feared rate cut. *Page 25.*

An early decision on the proposed merger of ABC and United Paramount Theatres is indicated as FCC calls halt to lengthy hearing. *Page 29.*

The 82d Congress was the most radioactive in years. Here's the record of its legislation affecting broadcasting. *Page 32.*

NBC's $2.25 million sale of KOA Denver to Bob Hope, Mayor Quigg Newton and others goes to the FCC for approval. *Page 25.*

FCC Comrs. Hennock and Walker put added push behind the drive for noncommercial, educational television. Though neither mentions it, the Ford Foundation board of trustees meets this week to decide whether the huge philanthropy will back educational stations. *Page 71.*

Final census figures show radios in 96.1% of all South Dakota homes. *Page 30.*

How radio stations can stay profitable as TV expands will be major theme of the annual round of NARTB district meetings which begin next August. *Page 29.*

Upcoming

July 14: BAB Sales Clinic, Detroit.

July 15-16: Ford Foundation board of trustees meet, New York.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

(Other Upcomings, page 28)

Closed Circuit

(Continued from page 5)

visory position which wouldn't interfere with other activities.

MUCH IN EVIDENCE at Eisenhower headquarters in Chicago last week was Dr. Milton S. Eisenhower, general's "kid" brother, now president of Penn State, and an old-hand at radio. During World War II, he was executive director of Office of War Information. His background, it's speculated, would qualify him for high government status, maybe even FCC.

WHY WAS CBS President Frank Stanton in Pittsburgh July 3-5 in huddle with Westinghouse officials? Presumably, among other things, it had to do with CBS's acquisition of 45% interest in KQV, Pittsburgh regional independent, and its application for Channel 11, only remaining VHF in Pittsburgh market. Westinghouse, owner of pioneer KDKA, is prime applicant for facility.

OCCUPYING suite at Conrad Hilton in Chicago last week were experts of Democratic National Committee, keeping "book" on GOP TV-radio coverage. Four monitors were continuously tuned to four TV networks. On hand were J. Leonard Reinsch, managing director of Cox radio and TV stations, on leave as overall consultant on arrangements for DNC; Ken Fry, radio-television director of DNC; Robert G. Swan, radio-TV director of Joseph Katz Co., Baltimore-New York agency for DNC; Harry Cullan, Katz display executive, and Elmo Ellis, program director of WSB Atlanta, Cox station.

ANDREW JERGENS CO., Cincinnati, reportedly curtailing fall-winter space expenditures for expansion of TV advertising. Company, longtime sponsor of *Jergens Journal* on ABC radio, currently is promoting its hand lotion with two quarter-hours a week of *Kate Smith Show* on NBC-TV. Agency is Robert W. Orr & Assoc., N. Y.

NAME of Oveta Culp Hobby, publisher of *Houston Post* (KPRC AM-TV) was heard around Chicago as likely member of an Eisenhower cabinet. Former head of WACS was generally hailed as having started Eisenhower presidential boom.

SHOULD GOP sweep country in November, leadership of two Interstate and Foreign Commerce committees would change. Senior Republican on Senate committee is 72-year-old Sen. Charles W. Tobey (N. H.) who most recently won national reputation as voice of New England conscience in Kefauver Crime Committee hearings. In 1948 Sen. Tobey headed investigation into status of FM in behalf of good friend FM-inventor Major Edwin H. Armstrong. He recently announced his engagement to be wed, for third time. In House, Rep. Charles A. Wolverton (R-N. J.) would return as chairman of committee.

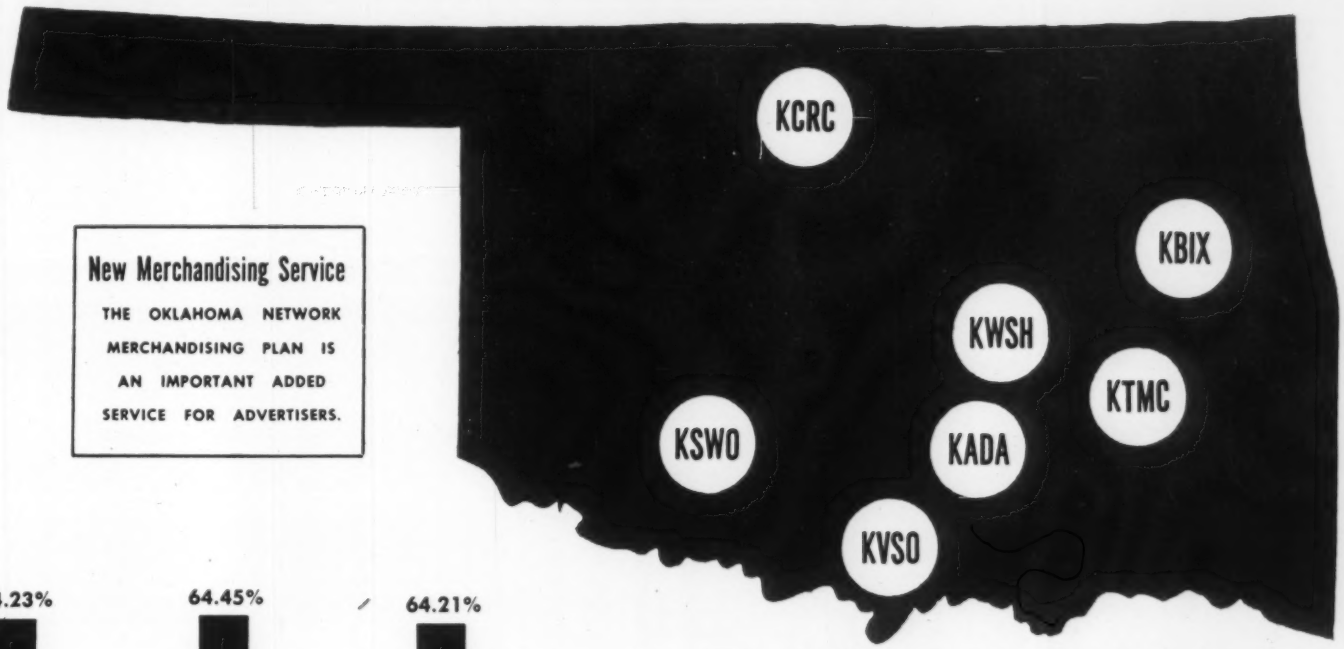
THREE NEW SERIES

TWENTIETH CENTURY-FOX Television Productions Inc., New York, has scheduled three new series for fall production, according to Peter Levathes, director of television. These are in addition to 20th Century's current packages, *Crusade in Europe* and United Press Movietone daily newsreels. Three new TV film shows include: *Fox Children's Newsreel*, 15-minute newsreel with special picture content and commentary for children; *Fox Sport Show*, 5-minute, five-a-week series produced by sports experts, and *Fox Family Quiz*, 15-minute show for families of all ages.

for more AT DEADLINE see page 102

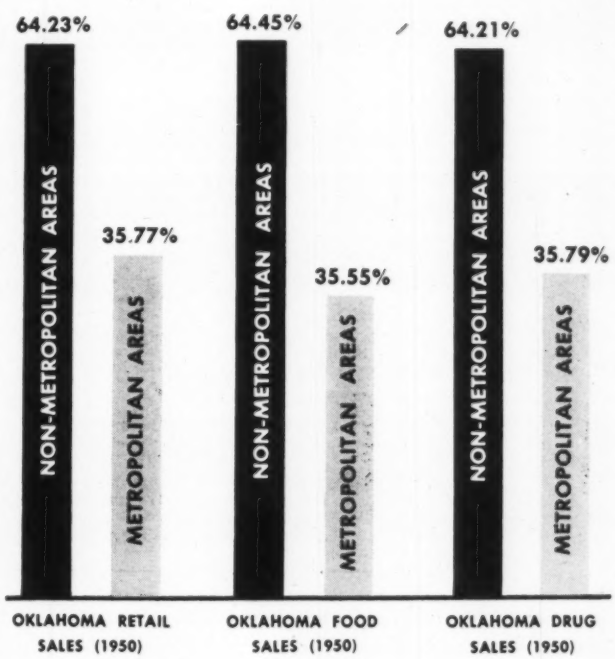
XUM

THE 21ST MARKET



New Merchandising Service

THE OKLAHOMA NETWORK MERCHANDISING PLAN IS AN IMPORTANT ADDED SERVICE FOR ADVERTISERS.



The combined coverage of the Oklahoma Network equals the 21st. Market of the United States. Check these important points:

✓ You *cannot* cover the state of Oklahoma *without* using the Oklahoma Network.

✓ The retail sales in the non-metropolitan areas of Oklahoma are almost *twice* the metropolitan sales.

✓ The Conlan study for the Network, just released, shows that the Oklahoma Network dominates the areas they serve.

✓ *Ask the* O. L. TAYLOR COMPANY *for further details.*

OKLAHOMA NETWORK

KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSO, Ardmore

RELAX!

and dream your dreams. Even during the heat wave WGST continues selling merchandise to its big, loyal audience. Behind the scenes our merchandising staff is constantly working with distributors, brokers, and retail outlets to keep WGST-advertised products moving into hands of the consumers. That's why we've been successfully selling the Atlanta market for 28 years. Let us handle your problems while you RELAX.

WGST
ABC • ATLANTA
3,000 WATTS 920 KC

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

BROADCASTING
TELECASTING

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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•Reg. U. S. Patent Office

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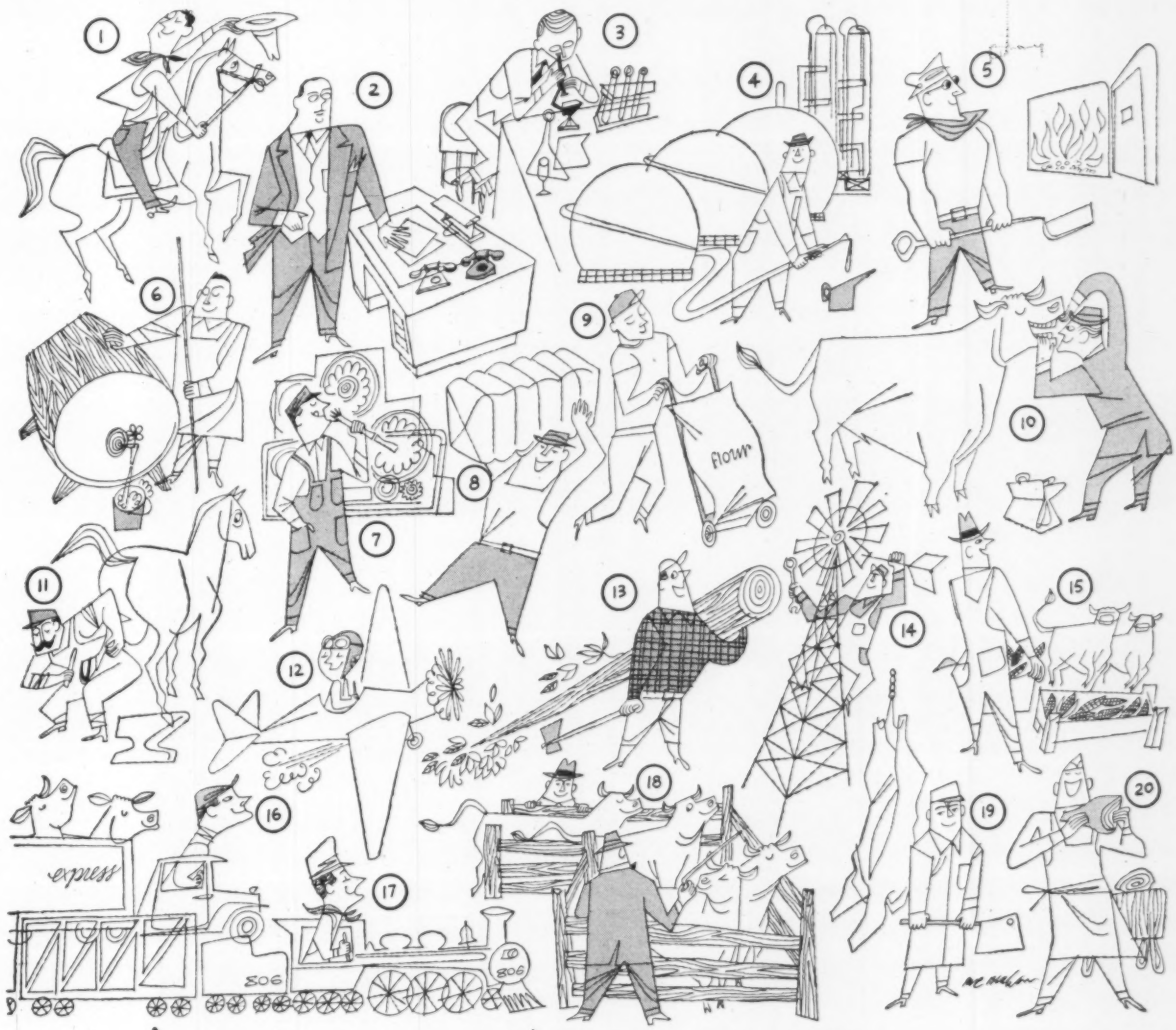


How many people does it take to produce a steak?

When you plank the cash on the counter for a slice of sirloin, some of it may represent *your own pay* for the part *you* played in getting that steak to your table.

We'll make ourselves clear.

It takes a lot of people to help produce that steak in this mid-20th-century economy of ours.

The people we've put in the picture above, for instance. And many, many others. Though you may not realize it, some product you, yourself, help make or sell or service may play a part in producing steaks.

1. **The cowboy** or range hand who looks after the cattle.
2. **The banker** who finances land, herd and equipment.
3. **The chemist** who makes insecticides, serums and fertilizers.
4. **The oil refiner** who provides the fuel for the power machinery so many ranchers use.
5. **The steelmaker** who provides a multitude of items, from fencing and branding irons to filing cabinets.

6. **The brewer**
7. **The sugar refiner**
8. **The cotton ginner**
9. **The flour miller**

who furnish some of the by-products used to make the livestock feeds with which ranchers and feeders supplement grass.

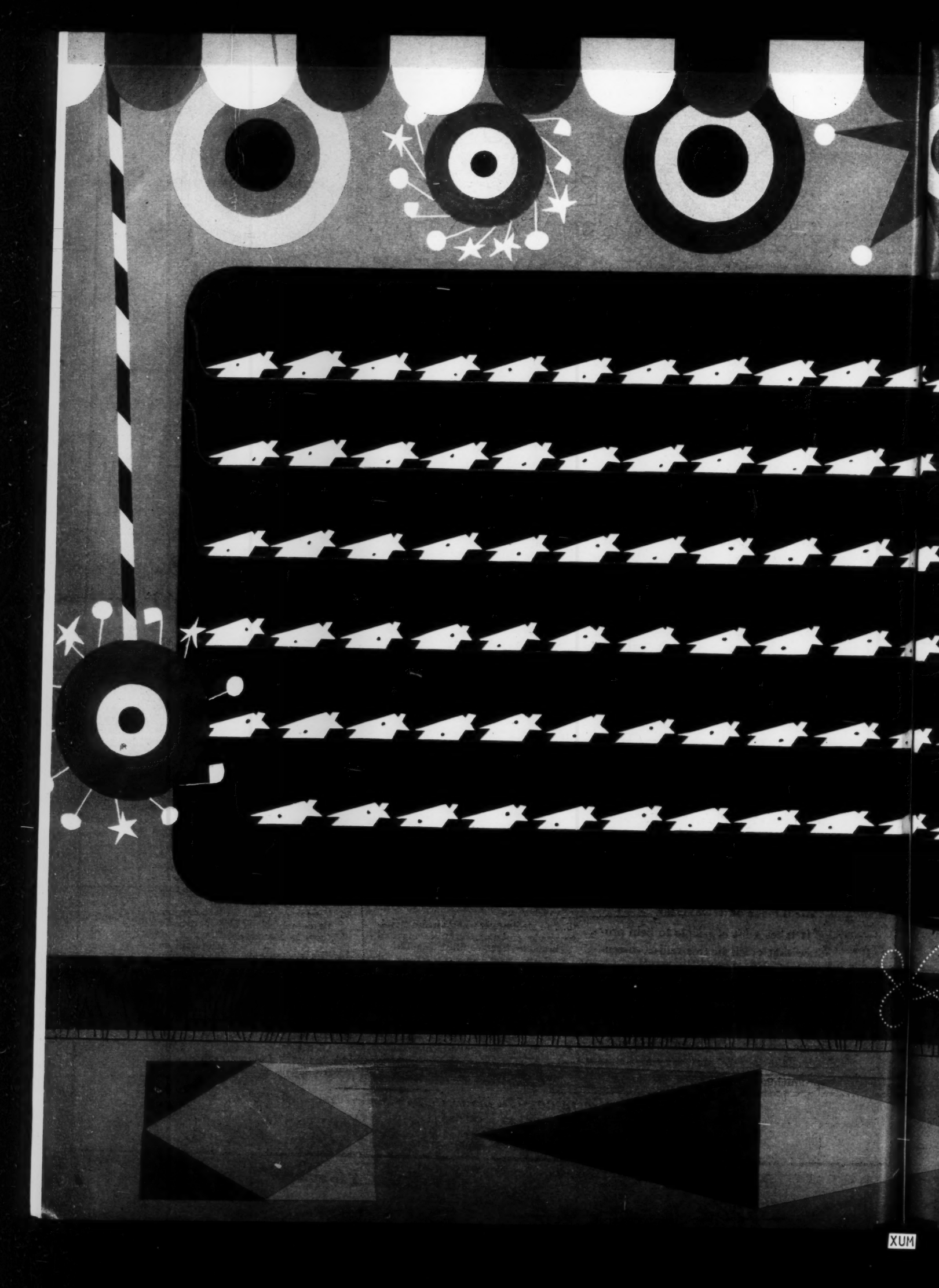
10. **The veterinary** who looks after the health of the cattle.
11. **The blacksmith** who shoes the horses and repairs ranch machinery.
12. **The airplane pilot** who sprays ranges and fields, destroying pests.
13. **The lumberman** who provides the wood for corrals and barns and pens.
14. **The windmiller** who makes the machinery that keeps man-made ranch water holes working.
15. **The feeder** who takes lean range cattle and puts about 25% more beef on them by intensive feeding.

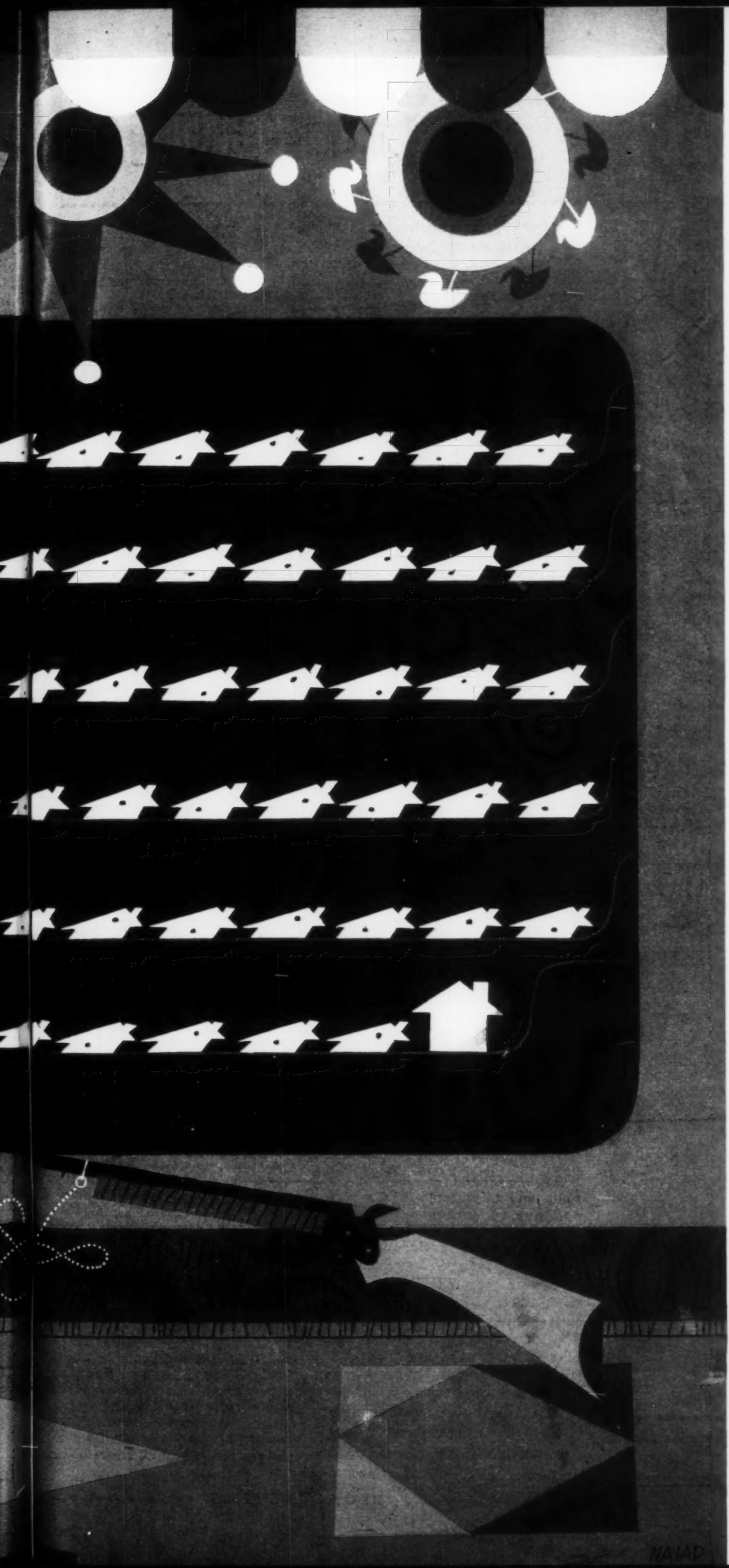
16. **The truck driver**
17. **The railroader**

who haul cattle to market and meat to you.

18. **The stockyards man** who provides "room and board" for the livestock, and the **commission man** who is sales agent for the producer.
19. **The meat packer** who processes and distributes the beef.
20. **The retailer** who is the final link between all these people . . . and *you*.

American Meat Institute *Headquarters, Chicago • Members throughout the U. S.*


XUM



In Los Angeles...

RADIO REACHES JUST 1% LESS THAN EVERYBODY!

Shooting for bigger sales in Los Angeles? Radio is your most effective weapon. *Because 99% of all homes in metropolitan Los Angeles are radio homes.* Only radio gives you saturation coverage of this spread-out, decentralized city. And *only* radio carries your sales message throughout all of its multiple suburbs.

Of all media, too, only radio keeps constant pace with fast-growing Los Angeles, already the largest city in the nation in land area and third-largest in sales and population. There are more than four times as many radio sets in metropolitan Los Angeles as television sets.

Of all radio stations, KNX scores highest, winning 41% more quarter-hour firsts than all other Los Angeles stations *combined*. And at night, when TV viewing is at its peak, KNX delivers 14.2% more families than the average television station... *at less than half the cost.**

You're sure to hit your sales target 99 times out of 100 when you use radio ...when you use 50,000-watt KNX. For details, call us or CBS Radio Spot Sales.

---

* Class A minute breaks

Sources: So. California Broadcasters Assn.
Sales Management, May 1952
Pulse, March-April 1952
Telepulse, April 1952
World Almanac
SRDS, May 1952
BMB, 1949

Los Angeles **KNX**
CBS Owned... Represented by CBS Radio Spot Sales

XUM

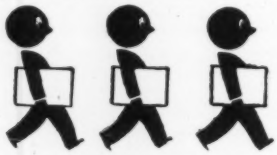
ALONG ABOUT 4:00
THEY'RE HEADED HOME

Out of the gates of over 600 factories the cars are rolling—and **radios are humming**—as Toledo's 75,000 industrial workers head for home from 4:00 to 6:00 every evening. Here's a terrific audience with dollars to spend and it's their car radio—tuned to WSPD, the favorite station, that suggests they stop and shop—**and buy**—on the way home. Only radio can catch this buying potential as it passes the store—and radio in Toledo is WSPD, OHIO'S Pioneer Station. Sell Toledo's industrial workers—catch 'em along about 4:00 or at 6:30 A.M. and 11:00 P.M. when shifts let out and they're headed home.

WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ



agency

EDWARD G. COMSTOCK and **STORY F. CHAPPELL** named vice presidents of Cunningham & Walsh, N. Y., former continuing on L. C. Smith & Corona Typewriters Inc. and Wheeling Steel Corp. accounts, and latter on Southern Railway System and as member of copy plans board.

ADVERTISING CORP. OF AMERICA, new agency, primarily TV, Pittsburgh, opens with **JOSEPH A. JENKINS,** president; **PETER L. BARKER,** vice president for production; **ROBERT L. STEVENSON,** vice president for commercial department, and **LEWIS L. SILBERMAN,** treasurer.

BOB LONG named director of radio-TV department, Buchen Co., Chicago.

GEORGE H. GUINAN, account executive, Robert W. Orr & Assoc., N. Y., elected a vice president.

ROBERT B. SELBY resigns as vice president of Walter McCreery Inc.,

on all accounts

NEW director of the radio and television department of Sidney Koretz & Co. Inc., Adv., Newark, N. J., is 29-year-old Jay Russell, who started his radio career during World War II when he was editor-reporter for various Army newspapers and radio stations in Europe.

Mr. Russell comes to the advertising agency from DuMont Television Network in Pittsburgh, where he was director of public relations. He will direct all Koretz broadcasting activities, including creative radio and television.

Discharged from the Army in 1946, after covering the Nuremberg War Crimes Trials and the Paris Peace Conference, Mr. Russell formed his own public relations and publicity agency in New York, handling radio and television performers.

He majored in radio and television production during this time at the School of Radio Technique there and in 1948 became copy chief and announcer at WWBZ Vineland, N. J. After rising to account executive here, he became program director at WNBZ Saranac, N. Y. In short order he was assistant station manager at WNBZ, where he coordinated the work of all departments and developed a number of highly-rated local shows.

In 1950 he accepted the vice presidency of TV Teams Inc., a New York television production agency, was placed in charge of production and produced a full-length feature film for television. When TV Teams disbanded in 1951, he joined WDTV (TV) Pittsburgh as public relations representative, and shortly afterward was named director of public relations, also acting as executive advisor on programming and development of TV shows.

Some of the accounts Mr. Russell handles are: New Jersey Outfitting Co., Jersey City; Liquidmatic Corp., of America, Newark; Automobile Assn. of New Jersey, and Kaiser-Frazer of North New Jersey.

Mr. RUSSELL

Mr. Russel's Radio-TV philosophy could be summarized this way: "We must place our thinking about radio and television in separate compartments. There are things that radio can accomplish that TV cannot. As far as I'm concerned, TV will not replace radio during the daytime when certain specialized programming such as music and sports will always pay off. We must always remember that radio and TV are different media and each has its place in broadcasting."

Born in Wayne County, Pa., he attended Central High in Newark, later majored in journalism at Liberal Arts School in Aansbach, Germany. A member of the Veterans of Foreign Wars, Mr. Russell resides permanently at Bloomfield, N. J.

beat

San Francisco, July 31, to open own agency, that city.

ROBERT WEENOLSEN, radio program manager, Young & Rubicam, N. Y., joins Foote, Cone & Belding, that city, as radio-TV executive on Leibmann Breweries Inc. (Rheingold beer) account.

HARRY GAMSON, account executive, Milton Weinberg Adv. Co., L. A., forms new agency, **HARRY GAMSON & ASSOC.**, 9426 Santa Monica Blvd., Beverly Hills. Telephone, Crestview 6-5595.

FULLER & SMITH & ROSS, Cleveland, promotes four in marketing and research divisions: **JOHN S. MANUEL**, assistant to president and marketing and research director, **GEORGE E. PIPER Jr.**, marketing research manager, **FRANKLIN P. RYDER**, research account executive, all Cleveland, and **Dr. WILLIAM C. DAVID**, marketing research director, New York.

SAMUEL M. SUTTER returns to Biow Co., N. Y., as copy chief after absence of four years.

CHARLES POWERS, AM-TV freelance producer-director, to Dancer-Fitzgerald-Sample, N. Y., as program supervisor.

J. P. SHELLEY, account executive and treasurer, Mayers Co. Inc., L. A., to Erwin, Wasey & Co., that city.

BYRON AVERY, account executive, Ross Roy Inc., Hollywood, to McCann-Erickson Inc., L. A., in similar capacity.

F. H. HAYHURST Co. Ltd., Toronto and Montreal, opens office at Vancouver under **NEILL H. J. WATT**, formerly of O'Brien Adv. Ltd., that city, and **RANALD A. KEARNS**, formerly of Canadian Car & Bus Adv. Ltd., same city.

HENRY KOHN, R & S Auto Stores, to Emil Mogul Co., N. Y., as part of executive staff to service Rayco Mfg. Co. and Rayco franchised dealers group accounts.

EVAN C. WILLIAMS, art director, Biow Co., Hollywood, to Warwick & Legler Inc., L. A., in similar capacity.

WILLIAM G. BESS, advertising manager, Ampro Corp., Chicago, to Barton A. Stebbins Adv., L. A., as copy chief.

BUNTY FABIAN, producer KGO San Francisco, to Argus Adv. Agency Inc., Los Angeles, as assistant to **JAMES HAMILTON**, production manager.

C. T. LUCY (l), WRVA Richmond general manager, honors Larus & Brother Co. president, William T. Reed Jr. (r), presenting him with souvenir album commemorating 75th anniversary of firm which owns and operates WRVA. Company's vice president, Lewis G. Larus, also takes part in ceremony. Album contains over 150 photographs of the tobacco firm's history and was prepared by station's promotion department.

WIBC Indiana's First and Only 50,000 WATT STATION

THE HONORABLE HENRY F. SCHRICKER
Governor of Indiana

"WIBC has an Outstanding record of service to the people of Indiana"

► Governor Schricker is only one of Hoosierland's public and private leaders who praise WIBC for its public programming. Especially commended are its coverage of news, farm service, religious and educational affairs, and marked emphasis on forum discussions of events vital to the people of Indiana.

Hoosiers throughout the state show their appreciation for this service by listening to WIBC loyally and regularly as proved by thousands of letters every week.

WIBC, Inc.—30 West Washington Street • Indianapolis 6, Indiana

WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & CO., *National Representatives*

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Jim Hirsch has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 on FM

Represented by NBC Spot Sales

feature of the week

AL STEVENS, WWIN Baltimore morning man, believes in "personalized" commercials which reflect authentic product knowledge.

Mr. Stevens had $9,975 homes to sell for a client. To find out what goes into the building of a home, Mr. Stevens donned overalls and took up the trowel, line and level of the bricklayer.

After summoning all his craftsmanship, Mr. Stevens tried his hand at bricklaying. "It was hard work, but I am the happiest guy in the world for having had the nerve to work beside masters of the trade," said Mr. Stevens, who added:

"Sure they slowed down for me. But now I know something of the building business and the work and sweat that goes into each and every completed home. Ever since that day of bricklaying, I haven't found it necessary to read the script because I can feel that copy pouring out of every muscle of my body and I'm darn sure that I have a great deal more bang and oomph for the product for having actually worked on the job."

Mr. Stevens bricklaying to get "feel" of what goes into the building of a home.

* * *

The builder agreed that Mr. Stevens' manual-labor gave his commercials that extra stimulus because, he reports, prospects and sales have increased sharply. Mr. Stevens was the builder's only means of publicity during this period.

strictly business

LEO ROCCA

. . . he writes own copy and supplies the voice

* * *

LEO ROCCA, one of Washington's most successful automobile dealers, is also one of the capital's most unusual radio and television advertisers.

Not only does he write his own copy for both media, it is he who makes the delivery. As a result, most Washingtonians are familiar with his name, his voice, his personality and the fact that he is a Dodge-Plymouth dealer.

Repetition is the key word in Mr. Rocca's advertising. He realizes that for such a major item like an automobile, a sale can't be made with just one spot.

Mr. Rocca long has been an advocate of frequent spots: "Although, our current schedule is not so heavy, we have had as many as 200 spots a week in radio, and 15 to 20 spots a week in television."

Radio was simply an experiment with Mr. Rocca in 1934. Until that time he had been using newspapers almost exclusively. Now the reverse is true. Newspapers are rarely used.

Mr. Rocca, a keen student of advertising dollar returns, is firmly convinced that the broadcast media are best for his needs. And within radio and television, Mr. Rocca watches closely which spots produce best, and, if possible, why.

He believes that both radio and television have a different coverage

(Continued on page 93)

18,741

rural folks from all 88 Ohio counties travelled an average of 75 miles (and caused the first rural traffic jam ever recorded at the junction of Route 23 and Powell Road—site of WRFD's new studios and 260 acre radio farm) to attend our recent Open House celebration.

Col. C .M. "Pop" Hess, 72 year old WRFD farm sales representative, greeted every one of the 18,741 personally as they walked through the beautiful Colonial entrance to Ohio's finest rural radio center.

We invited our listeners with spots on WRFD. And we think the fact that 18,741 of 'em came . . . from all 88 counties . . . is proof enough that WRFD COVERS OHIO. And that rural Ohio *listens* to WRFD.

We're not bashful, either, about the fact that WRFD reaches more Ohio rural folks *at lower cost per thousand listeners* than any other radio station in Ohio.

Like to know more about Ohio's best rural radio buy? Drop us a card—we'll send you a fistful of facts by return mail.

WRFD

5000 W • 880 KC

Worthington, Ohio FR 2-5342

J. D. Bradshaw,
Station Manager

O. L. TAYLOR CO.
National Representative

To sell Baby Foods to inland Californians

(and western Nevadans)

. . . Be on the Beeline

Baby foods or batteries, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

● *Tell your story over WBIG, where there are more listeners with more dollars to spend!*

During 1951 and the first quarter of 1952 more radio sets were shipped into North Carolina than any other southern state.* In 1951 WBIG's 16-county market showed a 33,179 set increase.*

● *Greensboro, WBIG's home city, is the second in the nation with retail sales per household of $6,959.***

Sources:

* RTMA

** SRDA Consumer Markets 1951-1952

Represented by Hollingbery

5000 Watts — **CBS Affiliate**

new business

Spot • • •

KNOMARK MFG. Co. Inc., Brooklyn (Esquire shoe polishes & Esquire Scuff-Kote), lining up availabilities for radio spots in 47 markets. Esquire will continue to sponsor alternate-week segments of *Kate Smith Show* (NBC-TV, Mon.-Fri., 4-5 P.M. ETD). Agency: Emil Mogul Co., N. Y.

SEALY MATTRESS Co., Los Angeles, renews *The World Today* on nine CBS California radio stations, Tues. and Thurs. segments, 5:30-5:45 p.m. (PDT), for 52 weeks from Aug. 12. Agency: Alvin Wilder, that city.

S. C. JOHNSON & SON Ltd., Brantford, Ont. (wax), started summer morning newscasts on major stations. Agency: Needham, Louis & Brorby of Canada Ltd., Toronto.

NESTLE Co., White Plains, N. Y. (Nescafe), started limited spot radio campaign in markets previously used, effective last Monday. Agency: Sherman & Marquette, N. Y.

INTERNATIONAL SILVER Co., N. Y., reportedly planning to buy TV film series for distribution to dealers who will pay for time while company pays for talent. Agency: Young & Rubicam, N. Y.

Network • • •

TONI Co., Division of Gillette Safety Razor, Chicago, signs for ABC *It Happens Every Day*, five-minute feature twice every Tues. and Thurs. from July 1. Agency: Tatham-Laird, Chicago.

TIDEWATER ASSOCIATED OIL Co., N. Y., renews *Broadway to Hollywood* on DuMont TV Network, Thurs., 8:30-9 p.m. EDT, for 13 weeks, effective July 17. Agency: Lennen & Mitchell, N. Y.

CURTIS PUBLISHING Co., Philadelphia, has added 17 stations to its *Keep Posted* on DuMont TV Network Tues., 8:30-9 p.m., bringing total number of stations to 34. Agency: BBDO, N. Y.

GENERAL FOODS, N. Y. (Maxwell House coffee and Gaines dog food), considering sponsorship of *Life With Luigi*, Mon., CBS-TV, replacing *Claudia*. Agency: Benton & Bowles, N. Y.

WARNER-HUDNUT N. Y. (Richard Hudnut home permanent and other products) signs to sponsor *Edgar Bergen-Charlie McCarthy Show* on CBS Radio for 1952-53 season (Sun., 8-8:30 p.m.), starting on as yet unspecified date this fall. Agency: Kenyon & Eckhardt, N. Y.

BEST FOODS CORP. signs for Wed. 1:45-2 p.m. segment of CBS-TV's currently vacationing *Garry Moore Show* (Mon. through Fri., 1:30-2:30 p.m.), effective Sept. 17. Agency: Earle Ludgin & Co., Chicago.

Agency Appointments • • •

SAPOLIN PAINTS Inc., N. Y., names Kastor, Farrell, Chesley & Clifford, that city, to handle advertising for complete line of household paints. **C. A. WOOLSEY PAINT & COLOR Co. Inc., N. Y.**, Sapolin subsidiary, also names KFC&C for its marine paint line.

BOYER INTERNATIONAL LABS., Chicago, names Schwimmer & Scott, same city, to handle advertising on its H-A hair arranger. spot radio used. Transfer from George H. Hartman, also Chicago, effective July 1.

PEPSI-COLA BOTTLING Co., Los Angeles, appoints Biow Co. Inc., Hollywood, for all advertising in that area.

NESTLE Co., White Plains, N. Y., will transfer Nescafe account from Sherman Marquette, Chicago, to the same agency office in New York early in the fall. Radio-TV spots are used.

LEHIGH CHEMICAL PROUDCTS Co., Chestertown, Md., names **VanSANT, DUGDALE & CO Inc.**, Baltimore, for its Hi-suds (liquid dishwashing detergent). **NICHOLAS VanSANT** is account executive.

PROCTER & GAMBLE Co. of Canada Ltd., Toronto (Camay soap), appoints **F. H. HAYHURST Co. Ltd.**, Toronto, to handle advertising effective Oct. 1.

(Continued on page 20)

WCAN

MILWAUKEE

5000 WATTS ON 1250 KC

in the nation's **13TH** *market . . .*

announces the appointment of

The O. L. Taylor Company

as exclusive national representatives

effective immediately

MILWAUKEE, WISCONSIN

WCAN

ABC AFFILIATE

ALEX ROSENMAN, *General Manager*

open mike

Foolish Fetish

EDITOR:

It would be most constructive and helpful if the trade press would stop printing the top 10 and top 20 listenings. [But] as a onetime newspaper man and a station operator who is proud of his radio news department, I must agree with your position. As long as the radio industry is stupid enough to make a fetish over the top 10 and top 20 ratings, then I am afraid you must print them, as news.

Victor A. Sholis
V. P. and Director
WHAS-AM-TV Louisville

* * *

Industrious

EDITOR:

Many thanks for sending me those six reprints of "How Industry Makes Friends by Radio."

I used these reprints as a basis for six separate presentations to local industry and am delighted to report the result from same were two substantial contracts for WEOK. If it is not imposing too much could I ask you to send me five or six additional reprints of this same article from your Feb. 25 issue.

Arthur J. Barry
President
WEOK Poughkeepsie, N. Y.

* * *

See the U. S. A.

EDITOR:

The current issue [July 7] of BROADCASTING • TELECASTING in reporting that Chevrolet would buy radio spots in certain markets, states that such decision was related to the fact that Ford had taken first place over Chevrolet.

We passed this information along to our local dealer, who in turn points out that the July 7 edition of *Automotive News* contradicts this statement. . . .

In his behalf, and in ours, we would appreciate your checking this statement. If correct it does have an important bearing on Chevrolet's advertising plans, and if incorrect it should be followed up at once since we obviously want to supply our dealer with the facts which affect his business welfare.

As a trade paper BROADCASTING • TELECASTING has been extremely helpful in keeping the industry informed, and we know from experience how much weight it carries in decisions made by radio advertisers. . . .

Thomas B. Tighe
Station Manager
WJLK Asbury Park, N. J.

[EDITOR'S NOTE: B•T did not intend to say that Chevrolet had fallen behind Ford generally, but had in some markets which its television campaign could not reach. In those areas it was turning to spot radio to bolster sales.]

* * *

Evisceration?

EDITOR:

I want to commend you for your editorial on the network picture in your issue of June 30. It is indeed difficult for us to understand from this vantage point why the "powers that be" in the network field seem so unalterably determined to "cut the guts right out of this business." That seems a hard phrase but the only way I know to express it. . . .

Joe H. Bryant
General Manager
KCBD Lubbock, Tex.

* * *

EDITOR:

Like all others in the industry I always expect sound and sensible editorials from you and certainly your comments re: "The Network Picture" maintained your high batting average. . . .

Ralph Evans
Executive Vice President
Central Broadcasting Co.
Davenport, Iowa

* * *

High Voltage

EDITOR:

As a broadcast engineer of 19 years' experience, I have watched with interest the discussion relative to relaxation of operator requirements. . . .

I feel that regardless of a man's holding a license or not, he is still entitled to a living wage for the job he does. Further, I am sure that if the station owners will offer a living wage, then they can get men holding first class licenses. . .

Robert E. Brooking
Chief Engineer
KFWB-FM Los Angeles

* * *

EDITOR:

Have we engineer-operators given such good service for so long that the station owners think it's something that just comes naturally? Do you think just any store clerk can give the same good service? Must not our families eat too?

Do you care so little for your homes and communities that you are under oath to serve that you would rely on devices alone to turn off a "beacon" guiding an enemy plane to destroy them? Or lock up and leave a device using 3,000 to 20,000 volts for some boy to break in and get killed? Or leave unattended "hot" radio towers for children to climb?

Lewis Kanoy
Winston-Salem, N. C.

IT OUT OF 18 PREFER WDAY, FARGO!

Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION—A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than *all other stations combined!**

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts, today, including availabilities.

** Despite the fact that the other three major networks maintain local studios!*

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

Sometimes it's best not to tamper with imagination . . .

Back in '33, when Mrs. Tucker's Shortening was a young product, VP in Charge of Sales W. S. (Shep) Dorset was convinced that radio would extend his product's distribution. Via newspaper and package advertising, Mrs. Tucker's countenance had become familiar to most North Texas housewives. It was time she went on the air.

Wilson Crook of Crook Advertising made arrangements for Dorset, along with company president Arthur Hopkins, to audition five voices in the WFAA office of Alex Keese. One was sure to sound like Mrs. Tucker.

"Her voice must never be heard!"

. . . the story of Mrs. Tucker's twenty years in radio

For three hours they listened. No single voice would fit the mythical lady in the minds of the four men. If *they* couldn't agree, what of the radio audience? If Mrs. Tucker's voice should disappoint her listeners, it might destroy a favorable impression! The decision was unanimous – Mrs. Tucker would go on radio, but her voice must never be heard.

Today, twenty years later, Mrs. Tucker's is the oldest continuous program advertiser on WFAA-820. Radio has moved Mrs. Tucker's products into a dozen Midwest states – has brought about expansion of plant facilities and the addition of new products. WFAA is proud of its part in establishing Mrs. Tucker as a first lady of the land.

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, *Station Manager* • RADIO SERVICE OF THE DALLAS MORNING NEWS

New Business

(Continued from page 16)

SPORTSMAN'S PARK, Chicago, appoints **BUCHANAN & Co. Inc.**, that city, for summer night harness racing season. Radio and TV spots will be used.

CIA. TEXTIL LA CORONA, S. A. (Textiles), names Havana office of Guastella, McCann-Erickson, to handle radio and TV plans. **LABORATORIES VALDA**, Paris, France, appoints the same office to handle Valda Pills Cuban advertising. Radio will be used.

PETROLEUM EDUCATIONAL INSTITUTE, L. A., names Edwards agency, that city.

ELEMIN SUPREME FORMULA, Berkeley, Calif. (multiple vitamins), names Ad Fried Adv., Oakland.

MEN'S APPAREL GUILD in CALIF., L. A., appoints Abbott Kimball Co., that city. **HUGO SCHEIBNER** is account executive.

Adpeople • • •

R. G. HAWLEY, advertising manager, Purex Corp. Ltd., Southgate, Calif., named assistant to **WILLIAM NEIL**, general sales manager. **KJELL H. LYNGHEIM**, advertising manager Pacific Coast Borax Co., Los Angeles, joins firm as assistant to **CRAIG DAVIDSON**, marketing director.

ROBERT SHERRY, sales executive, Bauer & Black, Chicago, to Thyavals Inc., L. A. (vitamins), as national sales manager.

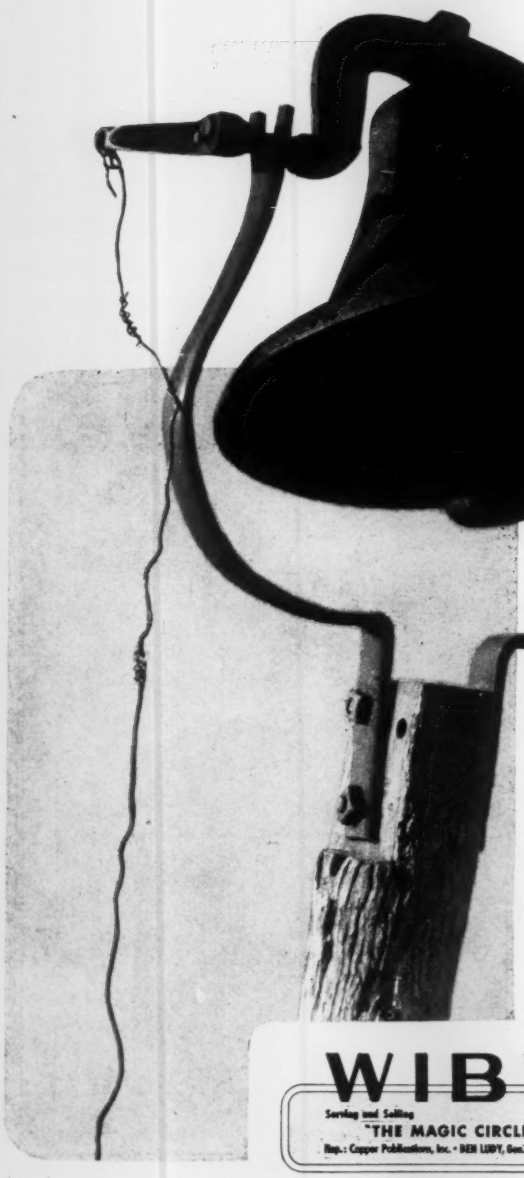
FRANCIS H. VAN DEVENTER, director of research, Hewitt, Ogilvy, Benson & Mather, N. Y., named assistant director of market research for General Foods, that city.

CARLETON P. ADAMS, assistant advertising manager, *Evening Sentinel*, Keene, N. H., named director of advertising and sales promotion, Quaker Rubber Corp., division of H. K. Porter Co.

A. E. STALEY III, copywriter and account executive, Ruthrauff & Ryan, Chicago, named advertising manager of the soybean division of A. E. Staley Mfg. Co., Decatur, Ill.

EDWARD F. SCHMIDT named merchandising director of Blatz Brewing Co., Milwaukee.

J. S. WILLIAMS, sales manager, Ken-L-Products Div., Quaker Oats Co., Chicago, transfers to firm's Pacific Coast Fisheries Div., Wilmington, Calif., as director of sales.



148 MILLION MEALS

Every year, the big, hungry Kansas farm families eat 148 million meals. The best way to put your product on their table is to use WIBW—the station that these families listen to most.*

* Kansas Radio Audience 1951

WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS RADIO

Rep. Capper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

milestones . . .

► WDRC Hartford General Manager Walter Haase observes during July his 28th year with the station, having joined in 1924. He is a board member of the Hartford Chamber of Commerce and holds other public posts.

►Radio Free Europe celebrated second birthday on Fourth of July, reporting growth from handful of people and single shortwave transmitter in Frankfort, Germany, which began operating July 4, 1950, to more than 1,000 employes and 13 transmitters—11 broadcasting to six iron curtain countries and two relaying programs from Germany to Portugal — on air nearly 1,100 hours per week.

►WDIA Memphis celebrated its fifth birthday anniversary June 7. Station, which specializes in Negro programming, is licensed by Bluff City Broadcasting Co., co-owned by John R. Pepper and Bert Ferguson. Mr. Ferguson also serves as general manager.

WJLK Room Service

ASBURY PARK, N. J., July 4 holiday visitors stranded without rooms were accommodated in private homes with the help of WJLK that city. Following appeal by an official of the city's publicity bureau, WJLK's staff aired announcements and broadcast the telephoned calls of the visitors. By nightfall nearly everybody had accommodations. The official, George Zuckerman, commented, "It was a wonderful response and first time to my knowledge that we used radio for room service."

YOU MIGHT CLEAR 15′ 7¾″*—

BUT . . .

YOU NEED THE FETZER STATIONS TO "GO OVER" IN WESTERN MICHIGAN!

Whether you use television, radio or both, the Fetzer stations are *what you need* in Western Michigan.

TELEVISION: WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station, providing intensive primary service to Kalamazoo, Grand Rapids and Battle Creek. Complete coverage area embraces 24 Western Michigan and Northern Indiana counties with a Net Effective Buying Income of more than 2 billion dollars. The WKZO-TV market has more television receivers than are installed in such metropolitan centers as Seattle, Houston or Syracuse. *WKZO-TV dominates this market:* A new 28-county Videodex Diary Study made by Jay & Graham Research Corporation in April, 1952, using the BMB technique, proves conclusively that WKZO-TV delivers *91.9% more television families than Station "B"!*

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are one of America's most obvious radio buys. 1949 BMB figures show that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—up 46.7% in the daytime, 52.9% at night. WKZO-WJEF cost 20% less than the next-best two-station combination in Kalamazoo and Grand Rapids—*yet deliver about 57% more listeners!*

Get the whole Fetzer story today. Write direct or ask Avery-Knodel.

* *Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

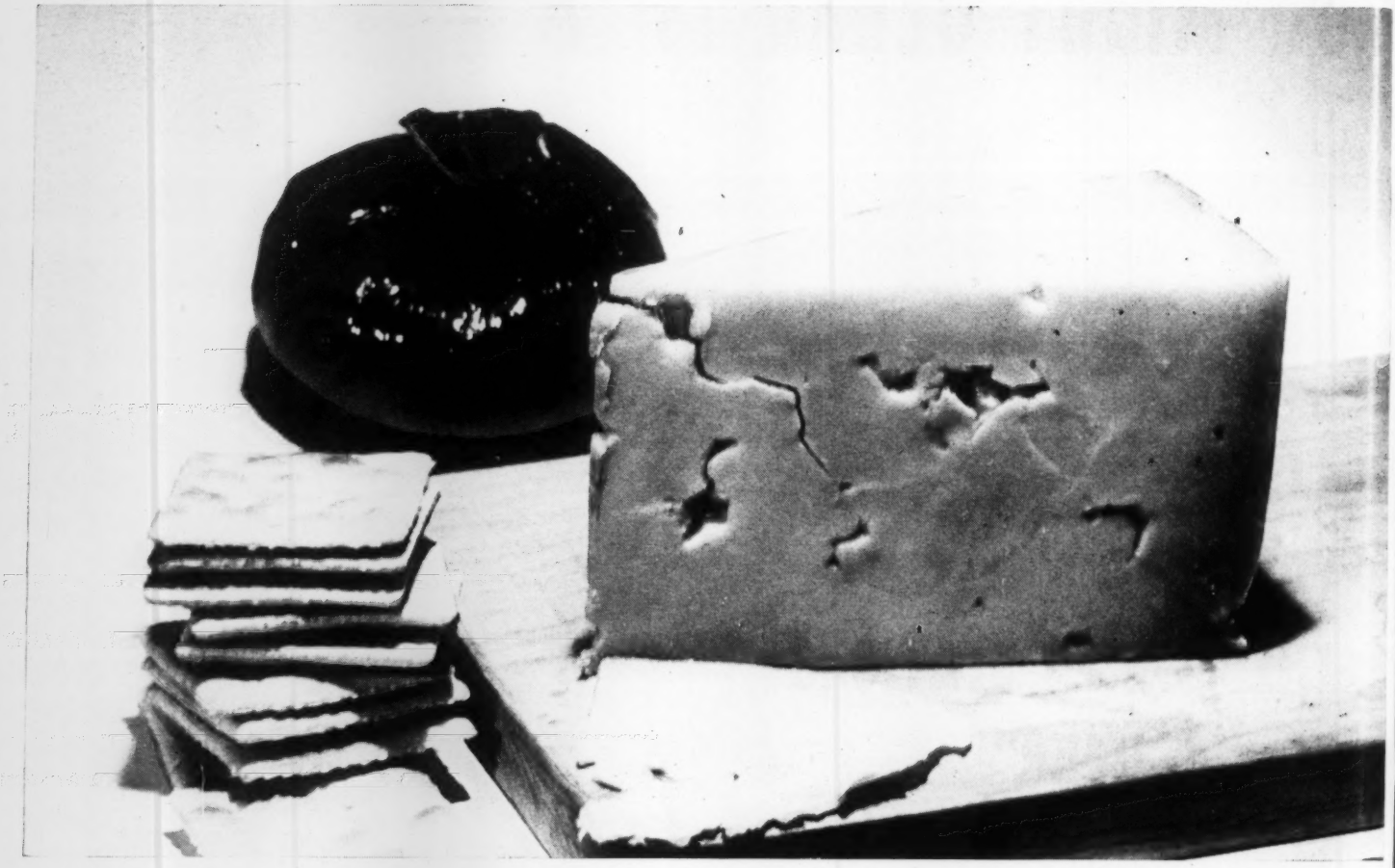
WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



Like cheese goes with crackers

Low-cost results and W-I-T-H go together just like cheese and crackers. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

Vol. 43, No. 2 JULY 14, 1952

RADIO-TV'S GOP COVERAGE

Earns Universal Plaudits

By SOL TAISHOFF

AMERICAN politics may have suffered by what transpired in Chicago last week at the Republican National Convention, but American radio and television acquired new prestige and made journalistic history by assuming the major role in the family of news media.

Not even the mismanagement of the convention affairs, with nothing happening on schedule and with utter confusion on the handling of credentials, deterred the broadcast media from performing in optimum fashion. The nation's broadcasting fraternity, despite extensive sponsorships of both television and radio, probably would end up in oceans of red ink on the convention coverage, but more than made up for it in prestige.

Pre-Convention Issue

Radio and television became a political issue even before the GOP convention got under way. They were excluded from pre-convention sessions. But they bounded back with an open sesame to all meetings to which the public was admitted with the very first issue that followed—the sessions of the Credentials Committee on the seating of contested delegations.

The violent repercussions which followed the Taft-imposed blackout of the pre-convention proceedings proved a windfall for the broadcast media. The opposition Eisenhower forces used it with telling effect to buttress their contention that the Taft steam roller was at work, and that "fair play" had gone out the window. All broadcast forces in Chicago protested to the Republican National Committee and to the candidates themselves. Newspapers joined in lambasting the blackout.

But the broadcast media did not get all they wanted. The Resolutions Committee had been importuned to include a free radio-television plank in its platform. But it came up only with this generalized paragraph on censorship:

We pledge not to infringe by censorship or gag order the right of a free people to know what their government is doing.

That was it. There were a few mentions from the floor about the fine job that radio and television did during the convention. Edward Ingle, GOP radio-TV director, made the best of a bad situation which found his allotment of credentials cut by about 150 by the high command, and which found plenty of top brass of networks and stations without credentials.

The turnabout on exclusion of radio and television from committee sessions came swiftly. At the Tuesday meeting of the Credentials Committee, which followed Gen. Ike's first overwhelming victory on the floor the preceding day, one of the Taft managers—Rep. Clarence Brown (Ohio)—made the move to throw the hearings open to all media. He said this was a method of "correcting a major error" of the national committee in barring radio and TV coverage of committee sessions.

Almost daily, top newspapers carried editorials, directed primarily toward the wonders wrought by television coverage. They expounded on the new kind of political convention, attuned to the convenience of television coverage. Actually, however, the schedule was miserably handled from that standpoint. Major speeches, which went on about 10 p.m. CDT, were heard in the Eastern Time zone, where 70% of the population resides, after 11 p.m.

Meanwhile, the networks were competing briskly. They were getting repercussions too. They were hard pressed to accommodate all those who wanted equitable treatment. Candidates and their supporters were eager for all the time they could get. Thus, the quarrels and disputes over coverage, heretofore heaped upon the press, hit radio and television too. It added zest.

Scores of newsmen from stations were on the scene, feeding state and local reports to their stations, by direct line, by tape recording or by long-distance telephone. A goodly number of station owners and managers were there too, exercising floor privileges, button-holing their delegates for news and views. Tape recorders were everywhere.

Good as was the coverage of a badly-managed convention, it appeared evident that coverage of the Democratic Convention beginning July 21 would exceed it. The Democrats were on the job last week, watching GOP proceedings. It is their intention to make their convention a production, attuned to the requirements of the broadcast media.

Prestige and Recognition

One thing was abundantly clear—radio and television acquired great prestige and recognition for the dignity and excellence of their GOP coverage. That recognition, it was felt, should be reflected in the attitudes of the next and future congresses, in consideration of things pertaining to "radio journalism."

NETWORKS' CHICAGO TAB

Proves Costly

NETWORKS and affiliates engrossed in coverage of the protracted GOP convention appeared late last week to be engaged in the costliest commercial venture they had undertaken in years.

The longer the convention ran on, the more money the networks stood to lose, with losses stemming from (1) operating costs, and (2) pre-emptions of regular commercial programs. Stations were suffering from cancellations of local and national spot business as the convention rolled on.

It was estimated unofficially that NBC would spend a total approximating $4 million for its radio and television coverage of both the Republican and the Democratic conventions. With Philco paying about $2.7 million for this coverage, NBC thus would be left with around $1.3 million to make up itself. CBS Radio and CBS-TV, it was thought, might take a comparable blow on their coverage for Westinghouse, while ABC authorities similarly saw their radio-TV coverage for Admiral as a losing proposition, financially.

"It's enough to make a man bolt the Republican Party," one network official said Thursday, a day and a half after the network had provided its sponsor with the basic minimum amount of coverage required by it contract. And the convention was still at least a day behind schedule.

The same expensive prospect looms for both networks and stations in event the Democratic convention starting July 21 similarly runs overtime.

Only the CBS networks have contracts providing for their sponsor—Westinghouse—to make additional payments for coverage beyond a specified maximum number of hours. NBC and ABC guaranteed Philco and Admiral, respectively, that they would cover the conventions and that this coverage

(Continued on page 26)

CONVENTION observers included this NBC group (l to r): Mrs. Joseph H. McConnell, wife of the NBC president; James Carmine, executive vice president of the Philco Corp., which is sponsoring coverage of both conventions on the network; Mr. McConnell; Mrs. Sylvester Weaver, and her husband, who is vice president in charge of television and radio for the network.

XUM

KOIN, KJR SOLD

To Five by Marshall Field

TWO of the three Marshall Field radio stations — KOIN Portland, Ore., and KJR Seattle—will pass to new ownership with FCC approval of their sale for $1,500,000 to a group of five principals who plan major radio and TV operations with emphasis on West Coast outlets.

Applications for the transfers were filed Friday by Paul O'Bryan, of Dow, Lohnes & Albertson, who handled negotiations for both parties.

Under the transaction, Field Enterprises Inc. sells the stations to Mount Hood Radio & Television Broadcasting Corp., Portland, and Mount Rainier Radio & Television Broadcasting Corp., Seattle. Principal owners of the two purchasing corporations are Ralph E. Stolkin, Chicago oilman and ranch owner as well as principal in National Video Corp., Chicago; Edward G. Burke Jr., San Antonio oilman; C. Howard Lane, vice president of Field Enterprises who is president of both corporations; Ted R. Gamble, Portland theatre operator interested in KLZ Denver as well as other stations; Sherrill G. Corwin, Los Angeles theatre operator.

Mr. Gamble's interests include 49% ownership of KCMJ Palm Springs, Calif. and theatrical operations in the Midwest and West Coast. Messrs. Stolkin, Burke and Corwin are principals with Clem Randau in purchase of KXOB Stockton, Calif. The transfer was approved Thursday by the FCC.

Decision of Field Enterprises to sell the stations "was dictated by geographical considerations in view of the fact that the major business interests of the corporation are centered in Chicago and New York City," Mr. Field said. His company will continue ownership of WJJD Chicago.

On behalf of the purchasers, Mr. Stolkin said they are "proud to acquire the stations" and "it is their intention to operate the stations in accordance with the high principles and public service policies adopted by Mr. Field."

Both KOIN and KJR have filed TV applications with FCC. These will be transferred to the new owners. Mr. Lane, who resigns from Field Enterprises, said the new owners intend to prosecute their applications "vigorously if and when the FCC approves the sale."

Harry H. Buckendahl, vice president and general manager of KOIN, and J. Archie Morton, vice president and general manager of KJR, will hold ownership interest in the respective stations and continue in their present roles.

Mr. Lane, who holds an interest in KFBI Wichita, will move to Portland. He said no staff changes will be made at either KOIN or KJR.

Stock ownership in Mount Hood follows: Mr. Gamble 43½%; Mr. Stolkin 21¾%; Messrs. Burke and Corwin 10⅞%; Mr. Lane 8%; Mr. Buckendahl 3%; Ted Cooke, KOIN program director 2%.

Mount Ranier stockholders are: Mr. Gamble 43½%; Mr. Stolkin 21¾%; Messrs. Burke and Corwin 10⅞%; Mr. Lane 10%; Mr. Morton 3%.

Mount Hood officers include Mr. Gamble as board chairman with Mr. Lane as president and Mr. Buckendahl as vice president-general manager; Messrs. Stolkin and Burke, vice presidents; Clyde Phillips, of KOIN, secretary-treasurer.

Mount Ranier officers include Messrs. Gamble, Lane, Stolkin and Burke in the same roles; Mr. Morton, vice president-general manager; Mr. Corwin, secretary-treasurer.

KOIN was purchased by Field Enterprises for $943,000 in 1945 from the late C. W. (Chuck) Myers, Gertrude E. Myers and KOIN Inc., trustees. A CBS outlet on 970 kc with 5 kw power, the station was licensed Jan. 12, 1922. It increased to 1 kw on 940 kc in 1927 and received its present facility in the 1941 NARBA reallocation.

KJR was licensed in 1926 and with KOMO Seattle was under common ownership of Fisher's Blend Station Inc. The stations were separated in 1945. KJR was sold in 1946 by Bert F. Fisher for $700,000 to Totem Broadcasters Inc. (Field Enterprises). It operates on 950 kw with 5 kw power and is an ABC outlet.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Joe said that was the only way he could tell what's going on."

M-E NAMED

Handles BAB Promotion

BAB has appointed McCann-Erickson, New York, to handle its $50,000 national advertising campaign to promote the value of radio via selected general newspapers and trade publications in various fields [B•T, June 2].

The radio-promotion advertisements are scheduled to begin soon. A BAB committee headed by Louis Hausman, CBS Radio administrative vice president, is in charge of the nation-wide radio promotion drive, which will be supplemented by on-the-air promotion by stations. CBS Radio also is a client of McCann-Erickson.

KERO SALE

Announced By Bartlett

THE SALE of KERO Bakersfield, Calif., NBC outlet on 1230 kc with 250 w, was announced last week [CLOSED CIRCUIT, July 7]. Transfer of ownership, which hinges on FCC approval, was reported to have involved about $110,000.

Mr. DeYoung

The sale was announced by Paul R. Bartlett, current owner, who said that he wished to confine his business interests to Fresno, Calif., where he is president and a large stockholder in KFRE. Purchasers were local individuals, led by three KERO executives. Both KFRE and KERO have applied for TV.

Controlling purchasers are 33-year old Albert E. (Gene) DeYoung, KERO general manager, who acquires 51%; Ed Urner, 26, commercial manager, 10%, and Ken Croes, 21, program director, 5%. The new owners will be known as the Kern County Broadcasters.

Mr. DeYoung had been a 10% partner with Mr. Bartlett since Jan. 1, 1951. He is married and has two boys, ages 8 and 4. He entered radio at Fresno in 1938. Mr. DeYoung helped construct KERO in 1946 and had managed the station since that time.

All-Star Lineup

ADMIRAL Corp. expects to use 34 television and more than 300 radio stations when it sponsors the annual All-Star football game from Chicago Aug. 15 on DuMont and Mutual.

ABC TALKS

Delayed on Station Reps

IT MAY be two or three weeks more or even longer before ABC makes any definite decision about turning the representation of one or more of its radio and TV owned and operated stations over to outside station representatives, Ernest Lee Jahncke Jr., ABC vice president and assistant to the president, said Thursday.

"Nothing has been resolved," Mr. Jahncke told BROADCASTING • TELECASTING. "We have not even made a firm decision to go ahead with the basic idea. But we are dead seriously considering it."

There is no fixed timetable which must be followed, no deadline which must be met, he said, noting that the necessity for conducting the normal operations of the ABC radio and TV networks and stations, the added pressure of the political convention coverage and the number of representatives who have asked to participate in the discussions after having read of the plan in last week's [July 7] issue of B•T, have combined to block any immediate decision.

He also pointed out that if ABC does decide to appoint outside sales representatives for the network's O&O stations, the five AM and five TV stations afford a vast number of permutations and allocation possibilities. They could all be given to a single station representative firm, he noted, commenting "and what a plum that package would be!" They could be divided among a number of station representatives. Different representatives could be selected as sales agents in different markets. And in any of these methods there must always be considered the problem of conflicts with stations these firms already represent.

Mr. Jahncke asserted, however, that ABC officials are anxious to resolve the matter expeditiously.

BAB-O ACCOUNT

Goes to D-F-S Agency

B. T. BABBITT'S new instant action BAB-O advertising account, estimated at $2-$3 million annually, last week was awarded to Dancer-Fitzgerald-Sample, New York, completing a cycle.

Over the years the account had been handled in succession by Blackett-Sample-Hummert (predecessor to D-F-S), Duane Jones Co., and William H. Weintraub & Co., before going last week to D-F-S.

John Gardner, director of advertising and merchandising for Babbitt, said D-F-S will take over on Aug. 1. It will handle all phases of advertising, merchandising and promotion.

Glim, Babbitt's liquid detergent, goes to Harry B. Cohen Adv., New York.

REAM QUITS CBS

Salant Promoted

JOSEPH H. REAM, one of broadcasting's best known executives, resigned unexpectedly last Thursday as executive vice president and a director of CBS.

His unheralded decision was attributed to "purely personal reasons." He said he would retire to live in Florida—and plans no other business activity—when the resignation becomes effective Aug. 1. CBS said he also will continue as one of its consultants.

In another top-level CBS change, on the heels of Mr. Ream's resignation, came the announcement, to be made public today (Monday), that Richard S. Salant, aggressive young attorney of the firm of Rosenman, Goldmark, Colin & Kaye, CBS counsel, had been elected a CBS vice president and general executive and will move into the policy-making 20th-floor group at CBS headquarters in New York.

Mr. Salant, although destined for a high-ranking post in the CBS organization, was not brought in as Mr. Ream's successor, however. It was considered doubtful, in fact, that a new executive vice president would be named. CBS officials said Mr. Ream's resignation and Mr. Salant's appointment were "unrelated."

Prominent in Color Fight

Mr. Salant has been identified closely with CBS legal matters for several years, notably in the drawn-out and controversial but ultimately successful bid for FCC adoption of color television standards conforming with the CBS color TV system.

CBS authorities were quick to assert that there was "absolutely" no connection between Mr. Ream's retirement and the current conferences in which representatives of CBS Radio's affiliates are seeking to forestall feared reductions in network radio rates [B•T, July 7].

First of these conferences between an affiliates' subcommittee and top CBS officials—including Mr. Ream—was held over a six-hour span last Tuesday and Wednesday, and another is tentatively scheduled for Thursday this week.

As added emphasis to the denial that Mr. Ream's resignation is related in any way to the delicate rate situation, it was understood authoritatively that Mr. Ream will continue to concern himself with the rate problem right up to the Aug. 1 effective date of his leaving, if need be.

Although last week's initial subcommittee-CBS meetings—stemming from the affiliates' convention and group meeting with CBS top executives the preceding week—were described as "preliminary" and "exploratory," with no conclusions reached, hope was expressed in some quarters that the problem might be resolved in the relatively near future. Other participants felt there was "still a long way to go."

CBS officials offered no specific proposal at the meeting, it was reported. Details of the discussions were kept secret by mutual consent of the participants, but it is understood that additional information is being collected for use in future discussions between the two groups.

Representing affiliates in the meeting was George B. Storer of Storer Broadcasting Co., chairman of a 10-man committee set up by the affiliates the week before, along with three other members of a five-man subcommittee which he had appointed on Monday "to negotiate further with CBS and report back to the full committee and the affiliates."

The subcommittee consists of Mr. Storer; Victor A. Sholis of WHAS Louisville, who delivered a rousing keynote address in behalf of radio values at the affiliates' convention; John Patt of WGAR Cleveland and WJR Detroit; Kenyon Brown of KWFT Wichita Falls, Tex., and John E. Fetzer of WKZO Kalamazoo. Mr. Fetzer was unable to attend last week's conferences, held Tuesday afternoon and Wednesday morning in New York.

Representing CBS at the meetings were Board Chairman William S. Paley, whose plans to depart for Europe over the weekend were said to have led to the scheduling of the session last week; President Frank Stanton; Mr. Ream; CBS Radio President Adrian Murphy, and Station Relations Vice President Herbert V. Akerberg.

The rate question is only one of many major policy issues in which Mr. Ream has figured since he joined CBS in December 1934.

One of the company's top policy planners, who last year drew $65,000 in salary and $17,475 in bonus from CBS, he is known to have expressed a desire many months ago to retire at a relatively early date. As long ago as last February, it was understood, he advised President Stanton that he would like to resign soon, but was prevailed upon to continue in office until this summer.

His intentions were made known to the CBS board of directors at a meeting last Wednesday.

In his letter of resignation, Mr. Ream asserted:

"It is appropriate at this time to implement the decision I made several months ago. . . . You are aware generally of the purely personal reasons which have impelled me to a step which is so hard to explain in the light of my long and happy associations at CBS."

Chairman Paley and President Stanton accepted the resignation

(Continued on page 36)

Mr. REAM
. . . retires to Florida

Mr. SALANT
. . . . to policy-making group

NBC's KOA SALE

Hope-Newton Interests File

FORMAL application for FCC consent to NBC's $2.25 million sale of KOA-AM-FM Denver to Bob Hope, Mayor Quigg Newton of Denver, and their associates, operating as Metropolitan Television Co., was filed with the Commission last week [B•T, June 30].

The transfer request followed by a few days the filing of Metropolitan Television's application for a new TV station at Denver on VHF Channel 4. The video outlet will cost an estimated half-million dollars [B•T, July 7].

Metropolitan Television is owned 50% by Hope Productions Inc. and 50% by Mayor Newton and 15 Denver businessmen.

Denver is at the top of FCC's city priority list under the temporary processing procedure and has been allocated VHF Channels 2, 4, 6* (reserved for education), 7 and 9 and UHF Channels 20 and 26. As of last Thursday, including Metropolitan Television's bid, there were seven applications pending for the four commercial VHF channels available. KMYR Denver also seeks Channel 4.

KOA, a 50-kw clear channel outlet on 850 kc, was founded in December 1924 by General Electric Co. It became an NBC affiliate in 1928, with the network assuming operation and management in 1930 and acquiring ownership in 1941.

KOA will continue NBC affiliation after FCC approval of the transfer to Metropolitan Television.

Since NBC already owns and operates five television outlets, the limit set by FCC, KOA would not have been able to acquire a TV facility had it continued under the network's ownership. Sale of KOA also enables NBC to push its promotion of radio and TV as complementary media and to seek an owned-radio outlet in Los Angeles where it operates KNBH (TV).

Metropolitan Television is divided into the Hope group and the Denver group.

Officers and debenture holders of the applicant who represent the Hope group include: Director Hope, Paramount and NBC star; Vice President James L. Saphier, head of his own Hollywood radio-TV production firm; Director Martin Gang, member of the Los Angeles law firm of Gang, Kopp & Tyre; Robert E. Kopp and Norman R. Tyre, law associates of Mr. Gang.

Hope Productions Inc. is 50% stockholder, subscribing to the entire issue of 30,000 shares Class B voting stock and $750,000 in debentures. The firm, organized in 1948 but relatively inactive, also holds the entire issue of 20,000 shares Class C stock in Metropolitan Television, but Class C stock will not have voting rights until July 1, 1959. Mr. Hope presently is sole owner of Hope Productions but is transferring 10% to Mr. Saphier, 2.5% to Mr. Gang and 1.25% each to Messrs. Kopp and Tyre.

Officers, the Class A voting stockholders and debenture holders of the applicant who represent the Denver group include: Mayor Newton (3.62%), who has no other business interests; President William Grant (10.16%), attorney; Executive Vice President Ralph Radetsky (0.81%), on leave of absence as administrative assistant to Mayor Newton; Secretary-Treasurer Richard M. Davis

(Continued on page 90)

Chicago Highlights . . .

NILES TRAMMELL, NBC board chairman, was leaving the Chicago Amphitheatre during the middle afternoon of the first day, to return to his hotel. Screaming sirens caused his liveried driver to pull aside. Two motorcycle policemen whizzed by, followed by a limousine. Occupant: A CBS junior executive.

* * *

HARRY BUTCHER, owner of KIST Santa Barbara, Calif., and former naval aide to Gen. Eisenhower (during World War II) was a working broadcaster. He covered each session, and telephoned his commentary to Santa Barbara for tape recording. Among his sponsors were two gasoline service stations.

* * *

FIRST network broadcast from a national political convention took place in 1924, when the Democrats met for a record-breaking 14-day session. At the GOP sessions last week, Illinois Bell Telephone Co. installed 30 telephoto channels, 215 radio circuits and 70 audio and video TV channels, along with 12 microwave dishes on top of the convention building for relay to the Conrad Hilton Hotel and TV stations. A total of 5,000 miles of radio relay and coaxial cable was laid to handle convention events, bringing the total to 29,500.

* * *

HIS YEARS of radio training were demonstrated by Arizona Gov. Howard Pyle in his emphatic address Tuesday night. On leave as vice president and program director of KTAR Phoenix, which post he held when elected several years ago, Gov. Pyle was selected for a key speech as typifying the GOP's bright young men. He was described as a "new age" speaker.

* * *

BECAUSE of fluffs made by several speakers in attempting to use the TelePrompter, Democratic National Committee is wary about using device at its upcoming convention. Worst incident, up to Tuesday, was when former President Hoover apparently got ahead of the instrument's speed, and, without regard for the open mike, muttered "go on, go on."

* * *

LEWIS GOMAVITZ, NBC-TV director who handles *Kukla, Fran and Ollie*, decided to give Republican delegates unique open-arm reception in Chicago. He inveigled the Port Authority into okaying the raising of the mammoth two-arm bridge across the Chicago River at the Merchandise Mart. The welcome was cued-in on the 10 a.m. opening telecast Monday by a crew on top of an NBC mobile unit, who wig-wagged signals to the operator of the bridge tower.

* * *

ILLINOIS BELL Telephone Co. was peeved at NBC-TV early last week as a result of its special half-hour daily telecast, *Philco Convention Call*. Viewers were invited to call the Amphitheatre to ask network commentators political questions. In the first 13 minutes of the program, more than 10,000 viewers had called in, tying up all incoming lines to the convention hall. The phone company threatened cancellation of the show if the success was repeated.

HASSLE in front of open radio and TV mikes was a major *faux pas* at the Monday session, when Chairman Guy Gabrielson and a lady delegate argued for four minutes over procedure and who was to read what part of the script. Although exchange escaped most of the convention floor audience, dialogue came out sparkingly clear on the broadcast circuits.

* * *

DEMOCRATIC Committee observers are planning a big change —a complete new rostrum setup and a head-on pooled camera, so that audience won't get side view plus movements of newsmen, messengers and other functionaries in press boxes on each side of rostrum.

* * *

EVERY delegate interviewed one morning last week by NBC commentator Earl Godwin related he had called friends and relatives long-distance to find out what was happening, as out-of-town viewers and radio listeners knew more about the convention than the delegates did. The "triangle effect,"

(Continued on page 37)

RECORDING booths set up by Magnecord Inc. in cooperation with National Assn. of Radio News Directors and Chicago News Broadcasters Assn. were center of activity by stations covering GOP convention in Chicago last week. L to r, (standing): Robert Bird, Magnecord Inc.; (seated) James A. Byron, WBAP Fort Worth, and Gene Godt, WHO Des Moines; (standing) Bryce Haynes, Audio Devices Inc.; (seated) Richard Dwelley, WKIP Poughkeepsie, N. Y.; (engineering booth) Bill Blocki, Magnecord; Barbara Snapp, Magnecord; (in booth) Norman DePoe, CBC, and Olga Young, WLW Cincinnati; Ken Rarich, WLW. This picture was taken at tape-recording news center whose facilities over 150 stations had used as of last Tuesday.

Chicago Tab

(Continued from page 23)

would include not less than a specified number of hours. But, their spokesmen said, these contracts set no cutoff point beyond which the sponsors would have to pay more.

DuMont, which signed with Westinghouse for coverage on four DuMont network stations, similarly had no clause establishing a coverage ceiling which, if exceeded, would cost the sponsor extra.

The CBS-Westinghouse contract conformed in principle to those of ABC, NBC and DuMont to the extent that CBS Radio and CBS-TV had to provide a certain minimum amount of coverage or else make rebate to the sponsor.

Mutual has no single sponsor—its coverage was sold locally, on a co-op basis—but it, too, found the unexpectedly long convention expensive from the standpoint of both operating costs and pre-emptions.

At least some of the networks were able, by giving 30-day cancellation notice on regular sponsored shows which they knew would be by-passed for convention coverage, to cut down to some extent on losses through pre-emptions. But it obviously was impossible to foretell—30 days in advance—how long the convention coverage was going to run at any particular session.

Tuesday Shows Cancelled

For example, regular late-afternoon shows were cancelled Tuesday so the networks could cover the Credentials Committee hearings.

Affiliates, like networks, also stood to lose heavily—through cancellation of local and national spot business scheduled in the periods taken up by the convention.

Network authorities had known it would not be feasible to interrupt coverage for station breaks when key addresses, for instance, were in progress. But during relatively predictable portions of the convention their plans were to strive for at least half-hourly breaks in radio and at least one per hour in TV. To the extent that they could, they followed this plan. But often the sessions were so heated and tense that breaks were out of the question.

The high level of public interest in the proceedings, of course, made spot adjacencies especially attractive to advertisers. But, it was pointed out, stations had little time to take advantage of these sales possibilities, and, in addition, often could not foretell when they might be able to schedule any spots thus sold.

Meanwhile MBS reported at midweek that co-op sales of its coverage of both conventions to local station advertisers "has already broken the all-time cooperative programs record in radio."

Bert J. Hauser, director of cooperative programs for Mutual, said that as of last Monday morning—opening day—234 MBS stations had reported sales of both GOP and Democratic conclaves to

452 local advertisers, and that subsequent reports gave definite indications that the total reached more than 400 stations.

Some affiliates, Mr. Hauser noted, sold the entire convention to a single advertiser, while others sold a series of spots to a number of sponsors.

In bringing the great show to the public, the networks also boasted of their individual coverage performances. For example:

ABC claimed its radio-TV operations in Chicago during the week preceding the convention had been "more active than any other network or radio station." Spokesmen reported that by the time the opening gavel sounded, ABC had put on 18 radio programs totaling 8½ hours and 11 TV programs totaling 5½ hours.

NBC said it carried eight hours of TV political programs from July 1 through July 5 and "was equally far out in front" in radio news coverage.

"Firsts" were claimed in some profusion.

ABC-TV claimed "the first network program to originate at the International Amphitheatre (*Impact*, evening of June 30).

NBC-TV claimed "the first network program" to originate in the Amphitheatre "on Convention Day" (*Today*, 7 a.m., July 7).

CBS Radio claimed it had aired "the first three" gavel raps in the convention hall, on a program described as "the first broadcast from the Amphitheatre, originating in the hall and directed from the newly opened 'birdcage' control room . . ." (gavel raps by newsman Bill Downs, on *Convention Preview*, July 5, 4:30-5 p.m.).

CBS Radio also claimed that the first politician to "yield" at the Ampitheatre yielded to a CBS newsman (newscaster Edward R. Murrow was preparing for a convention-eve broadcast from the

(Continued on page 36)

ABOVE:

CBS Radio convention headquarters officials planning Chicago strategy are (l to r) Stuart Novins, CBS Radio associate director of public affairs; Lewis Shollenberger, CBS Radio Washington director of special events; Wells Church, CBS Radio director of news and public affairs, and newsman Bill Downs.

ABC key men supervising the network's coverage of GOP events are (bending, l to r) John Madigan, director of television news; Charles Underhill, program director for television, and (standing) James L. Stirton, ABC Chicago television manager. They coordinated all ABC network units in city.

ABOVE:

NBC experts working out plans at pre-convention huddle include (l to r) Richard Harkness, NBC commentator; William R. McAndrew (seated, at desk), NBC-TV public affairs director; Ted Ayers, TV director, WNBW (TV) Washington, and Charles Colledge, program director for NBC-TV.

BELOW:

MBS commentators at Mutual's Chicago quarters, checking reports of the Taft-Eisenhower fireworks during delegates battle are (l to r): Seated, H. R. Baukhage, William Hillman (author of "Mr. President") and Robert Hurleigh; standing, Cedric Foster, Bill Cunningham and Les Nichols.

BELOW:

DuMONT lineup at amphitheatre's master control room (l to r): Robert Crossman and Frank Capellupa, technicians; James L. Caddigan, DuMont director of programming and production; Rodney D. Chipp, director of engineering for DuMont, and Eric Herud, in charge of technical operations in control room.

XUM

EYES ARE ON IKE

Whose Eyes May Be on Mike

By JOHN OSBON

THE CHOICE of Dwight D. (Ike) Eisenhower as Republican nominee for the highest office in the land last week immediately set in motion speculation as to the type of pre-election campaign he will wage before the nation's microphones and TV cameras.

Mr. Eisenhower's brilliant and popular victory on the first ballot —it brought unity to one of the most bitter nominating conventions in GOP history—invited conjecture that his party may go all out in radio-TV time purchases to assure the election of the General and a Republican Congress this fall, as well as of gubernatorial and other candidates.

Speculation centered around the appointment of an advertising agency to handle radio, TV and other commitments in the months ahead, and the finalization of network broadcast commitments for major political addresses by Gen. Eisenhower, Vice Presidential Candidate Richard Nixon (R-Calif.), and others.

Adhering to party custom, it befalls Mr. Eisenhower's campaign manager to recommend an agency and map the General's course of action on the nation's airwaves. Republican headquarters have been looking into post-convention radio-TV time-buying but have remained mum on the progress of discussions with the networks [CLOSED CIRCUIT, June 30].

Sen. Henry Cabot Lodge (Mass.) has been handling Gen. Ike's campaign, but a move was underway to select a full-time manager. Sen. Lodge is running for re-election this fall.

Some inkling on radio-TV is expected sometime within the next few weeks, perhaps momentarily, now that the nominating activities are out of the way. The GOP Finance Committee is handling details.

Mr. Eisenhower, according to many observers, is expected to transfer much of his warmth and sincerity to the nation's televiewers in much the same manner as Franklin D. Roosevelt wove his spell in the famous "fireside chats" over radio.

It was believed that his new campaign manager and other advisors would urge as many personal TV appearances as possible in the ensuing months, despite the high cost of video campaigning.

Ironically enough, the man over whom Mr. Eisenhower emerged victorious in Chicago, Sen. Robert Taft (Ohio), had turned to the television cameras and radio microphones for many panel appearances in his pre-convention drive for the nomination. Sen. Taft is a member of a radio-minded family, of course, His brother, Hulbert, is president of WKRC Cincinnati and board chairman of Transit Radio Inc. Another brother, David, is managing director of WKRC-FM, the Transit Radio outlet in that city.

Mr. Eisenhower's nomination is perhaps equally as popular with newspapermen and broadcasters as with members of his own party. To the General, if elected this November, will fall the responsibility of implementing a plank in the GOP platform dealing with censorship.

The GOP went on record as pledging "not to infringe by censorship or gag order the right of a free people to know what their government is doing" (see main story, page 23). Intimates and aides of the General insist that neither press nor broadcasting need have any qualms on this score.

Harry C. Butcher, former naval aide to Mr. Eisenhower during World War II and now owner of KIST Santa Barbara, Calif., assured broadcasters on that score early this year:

"If broadcasters or television licensees have the slightest notion that the General would favor any such thing as government ownership, or bureaucratic operation on the domestic airwaves, let them immediately forget this worry" [B•T, Jan. 28]. He cited the General's popularity with news correspondents covering his activities.

One of Mr. Eisenhower's most refreshing qualities is that of speaking extemporaneously, without benefit of script—a quality which should endear him to TV audiences, his advisors believe.

Sparked by the telegenic Eisenhower personality, his headquarters may find it less difficult to raise funds than first believed. The GOP's radio budget in 1948 was $750,000—a figure adjudged a mere pittance by today's TV standards. The Republican National Committee has estimated a tentative ratio of perhaps 4 to 1 between TV and radio in money to be expended.

The video possibilities of Mr. Eisenhower were perhaps not unmindfully taken into account at national committee headquarters early this year. Edward T. Ingle, radio-TV director, held out the prospect of back-platform train appearances for GOP candidates along campaign routes mapped with an eye on the coaxial cable.

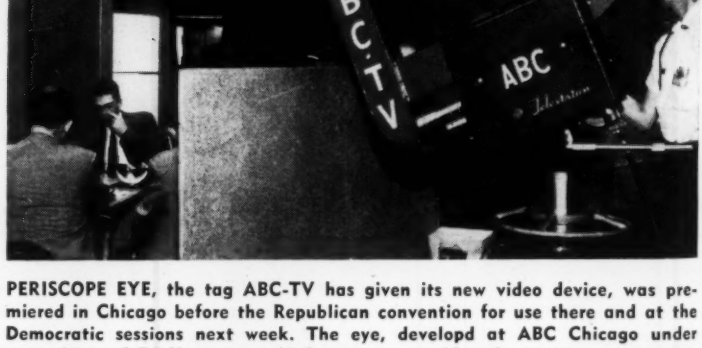
Mr. Ingle also stressed that the importance of radio would not be overlooked in favor of the glamour of television. It was presumed that the Eisenhower forces would attempt to blend radio commitments with television appearances, with an eye on areas not within TV station range.

Listeners and viewers may determine Nov. 5 that they, too, "like Ike." It could be that the 1952 election will be won on the air.

upcoming

July 14: BAB Sales Clinic, Detroit.
July 15-16: Ford Foundation board of trustees meet, New York.
July 16: BAB Sales Clinic, Cleveland.
July 18: BAB Sales Clinic, Indianapolis.
July 21: Democratic National Convention, International Amphitheatre, Chicago.
July 23: BAB Sales Clinic, Milwaukee.
July 25: BAB Sales Clinic, Minneapolis.
July 28: BAB Sales Clinic, Denver.
July 30: BAB Sales Clinic, Salt Lake City.
Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver U., Denver.
Aug. 4-7: Mid-South Audio Show, Peabody Hotel, Memphis, Tenn.
Aug. 15: BAB Sales Clinic, Dallas.
Aug. 15-16: West Virginia Broadcasters Assn. meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
Aug. 17-24: Educational Television Workshop, Iowa State College, Ames, Iowa.
Aug. 18: BAB Sales Clinic, San Antonio.
Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.
Aug. 20: BAB Sales Clinic, Houston.
Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.
Aug. 22: BAB Sales Clinic, New Orleans.
Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.
Aug. 25: BAB Sales Clinic, Miami.
Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.
Aug. 27: BAB Sales Clinic, Winston-Salem.
Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.
Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.
Sept. 5: BAB Sales Clinic, Chicago.
Sept. 8: BAB Sales Clinic, Cincinnati.
Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.
Sept. 10: BAB Sales Clinic, Louisville.
Sept. 11-13: NARTB District 14, Cosmopolitan Hotel, Denver.
Sept. 12: BAB Sales Clinic, Nashville.
Sept. 12-13: Advertising Federation of America District 7, Thomas Jefferson Hotel, Birmingham, Ala.
Sept. 15: BAB Sales Clinic, Little Rock.
Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.
Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.
Sept. 17: BAB Sales Clinic, Birmingham.
Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.
Sept. 19: BAB Sales Clinic, Atlanta.
Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

CLEAR CHANNEL Broadcasting Service action scene at convention showed (l to r) at teletype machine, repairman; on telephone, Dick Oberlin, news director, WHAS Louisville; with earphones (broadcasting), Frank Plath, special events director, WFJL Chicago; back to camera, Bill Keller, engineering department, WLS Chicago; standing, Norma C. Madan, assistant to Ward Quaal, CCBS director; seated to left of Miss Madan, Jim Byron, news director, WBAP Fort Worth; standing, looking at paper, Mr. Quaal, and Joe Connolly, program director, WCAU Philadelphia; outside railing, Roque Fajardo, WKDA Nashville; facing camera inside railing at table, Harold Baker, news and special events director, WSM Nashville; facing Mr. Baker across table, Ernie Keller, news and special events staff, WSM Nashville; seated on couch, Tommy Rowe, WLS chief engineer; Carl J. Meyers, WGN Chicago, director of engineering; Hal Carlson, sales mgr., Illinois Bell Telephone Co., Chicago.



PERISCOPE EYE, the tag ABC-TV has given its new video device, was premiered in Chicago before the Republican convention for use there and at the Democratic sessions next week. The eye, developd at ABC Chicago under supervision of Ed Horstman, chief engineer, enables the camera operator to shoot above a crowd at a height of 10 feet. The metal periscope, equipped with mirrors, weighs seven pounds.

ABC-UPT CASE

IN a sudden move last week, the FCC prepared to write "finis" to the package Paramount case involving the merger of ABC and United-Paramount Theatres, the renewal of the license of KTLA Los Angeles, the question of whether Paramount Pictures controls Allen B. DuMont Laboratories, the sale of WBKB (TV) Chicago to CBS and the transfer of control of WSMB New Orleans from Paramount Pictures to UPT.

At the behest of the Commission, ABC, UPT, CBS and Paramount Pictures filed petitions last Tuesday asking that the FCC:

1. Delete the anti-trust issue from the hearing.
2. Order proposed finding and conclusions within 20 days.
3. Issue a final order, skipping any initial decision by the examiner.

Acted Without Hearings

Basis for the request to delete the anti-trust issues, as pointed out by the petitions, is the fact that the Commission has acted on other cases concerning licensees involved in anti-trust violations without hearings. Mentioned were the license renewals of the Westinghouse stations, approval of the transfer of KFWB Los Angeles from Warner Bros. to KFWB Inc. (Harry Maizlish), even though KFWB was on temporary license at the time because of Warner Bros. anti-trust history.

Paramount Pictures also cited a Supreme Court decision last April (*U. S. v. Oregon State Medical Society*) in which the Supreme Court ruled that anti-trust litigation was for the purpose of forestalling future violations, not to punish for past violations.

In referring to this Supreme Court ruling, Paramount Pictures emphasized that the Commission, after adopting the Chain Broadcasting rules and being sustained in the Supreme Court, did not bring the network-owned stations to hearing on revocation charges.

Hearings on the Paramount case began Jan. 15 and have consumed the better part of 90 days. Transcript runs 13,000 pages, and contains more than 950 exhibits.

More than 75% of the testimony, which has been heard by FCC Hearing Examiner Leo Resnick, relates to the Paramount Pictures' anti-trust history—mainly practices in the booking of films and the ownership of theatres.

Basing action on a 1949 Supreme Court decision, Paramount Pictures under consent decree separated itself into a producing company and a theatre-owning company—Paramount Pictures Corp. and United Paramount Theatres Inc., respectively.

All parties warned that under the present schedule Paramount Pictures will not be able to complete its rebuttal testimony until Labor Day, thus making it impossible for a final decision to be reached "until well into 1953."

Key to the Commission's alarm at the possible dire results of the protracted hearings was summed up by ABC, UPT and CBS in this way:

- ABC has had to borrow $2.5 million since November 1951. [This has boosted its total indebtedness to $11 million.]
- Uncertainty of final Commission action has caused ABC to lose personnel.
- Unless a final decision is rendered not later than August, ABC will not be able to make plans for the fall season and the remainder of the broadcast year.
- If ABC is not able to make plans and commitments for the 1952-53 season, the result will be to hamper the operations of not only ABC-owned stations but also of the 300 AM and 60 TV affiliates "thereby directly impairing the broadcast service received by millions. . . ."

It is this last which is understood to have given the FCC Commissioners the greatest concern.

FCC Nears Finale

In recent months, the FCC has been hearing more and more from ABC affiliates frantic at the long-drawn-out delay in the merger and the acknowledged downswing in the network's business.

Although both the FCC's Broadcast Bureau and DuMont are expected to oppose the petitions, it is believed that the Broadcast Bureau's opposition will be based solely on legal grounds; DuMont's on procedural grounds. Objections must be filed within 10 days after the July 18 date, and are expected early this week.

Petitions Filed

ABC, UPT and CBS filed petitions to sever the merger and transfer portions of the Paramount hearings early in June [B•T, June 16, 9].

It was when the Commission was discussing this petition two weeks ago that it was decided to work out a means of expediting the final decision.

All attorneys met with FCC General Counsel Benedict P. Cottone July 7, and decided on the method of bringing the hearings to a close. The petitions were filed 24 hours later.

On July 9, Examiner Resnick recessed the hearings indefinitely to await the outcome of the Commission's action on the pleas.

In addition to the anti-trust issue, the Commission's order setting the case for hearing raised questions of competition, use of talent and story properties as between ABC and UPT, plans for theatre-TV and subscription TV, and implications of monopoly.

Outspoken in his demands for a full and complete record in the case has been FCC Comr. Robert F. Jones.

As part of the merger, UPT proposes to sell WBKB (TV) Chicago to CBS for $6 million. ABC already owns WENR-AM-FM-TV in Chicago. ABC owns five AM-FM and TV stations (New York, Los Angeles, San Francisco and Detroit in addition to Chicago). UPT owns about 600 theatres throughout the country.

ABC was established as the Blue Network of NBC after the adoption of the FCC's 1941 Chain Broadcasting rules. It was sold to Edward J. Noble, Life Savers board chairman, in 1943 for $8 million. It has never paid a dividend.

NARTB CIRCUIT

District Agendas Planned

NARTB will build its annual series of district meetings around critical problems challenging the future of radio stations in the face of TV's upcoming spread into hundreds of cities.

President Harold E. Fellows is holding a series of staff conferences at which strategy of the summer-autumn meetings is being framed. The meetings open Aug. 18 in Cleveland (District 7, Ky., Ohio) and wind up in Boston Oct. 21 District 1, New England).

Workshop and panel sessions will dominate, judging by progress made thus far. These will include a closed meeting at which the key economic problems facing radio stations will be taken up on a no-holds-barred basis. The rate discussion will get into network-station relations, local rates, day and night rates and special problems of independents and affiliates .

Fellows Leads Crew

President Fellows will lead a headquarters crew around the national circuit and will personally direct the association's campaign to provide stations with full understanding of the problems they face and to equip management with the weapons they need.

Non-members of NARTB will not be admitted to district meetings this year. This follows a board directive. Prior to the meetings, NARTB headquarters officials along with board members and special membership committees, will conduct a drive to bring non-members into the association.

While agenda plans are still in the formative stage, it's known that television will be given heavy play during the district meetings. Many of the radio problems are interlocked with television. The NARTB Television Board agreed at its June meeting that one of its members should attend each district meeting and funds were made available for this purpose.

New figures covering cost of constructing and operating TV stations are being compiled by NARTB, to be ready by the time the meetings start. It appeared uncertain whether anyone from the TV division at NARTB headquarters would make the circuit, but all staff specialists will include television in their discussions and workshop sessions.

President Fellows is expected to make the entire circuit this year, his second time around since becoming association head more than a year ago. Richard P. Doherty, employe - employer relations director, will have a new series of data covering station operating costs and TV labor costs. Work on these studies is nearing completion.

William T. Stubblefield, director of station relations, is expected to attend all meetings. His department is preparing a packet of management aids for station use.

With interest running high in Washington activities, the agendas are expected to give stations a chance to find out just what is happening in Washington. Government contact has fast developed into one of the association's most pressing functions.

Robert K. Richards, NARTB assistant to the president, and Ralph W. Hardy, government relations director, are expected to handle this phase of the meetings. The schedule hasn't been worked out but it appeared at the weekend that Mr. Richards would attend at least the first three meetings.

Such basic topics as programming, merchandising and audience promotion will get close treatment this year, all geared to the management level.

Interest will focus on rates as well as as station operating costs. The Research Dept., headed by Richard M. Allerton, is preparing a series of reports designed to give stations a new insight into what they have been doing and where they are headed.

In the planning discussions, NARTB officials have been studying the threat imposed by mounting cost of operation in the face of increasing competition with other media, including TV. At the same time there is feeling that many stations are now haunted by failure to increase rates as circulation expanded and as other media periodically upped their advertising charges.

The 72 associate members of the association are eligible to take part in district meetings and broader participation in activities is planned for them. These members include transcription program, library and other service companies.

S. D. RADIO HOMES

96.1% Density—Census

OWNERSHIP of radio sets in South Dakota had reached 96.1% at the time the decennial U. S. Census was taken in April, 1950, according to Housing Census figures compiled by the Census Bureau.

Highest radio concentration was found in urban areas, amounting to 97.3% compared to 96.7% in rural farm areas.

Among cities the highest concentration of radio ownership was found in Sioux Falls where it was 98.4%.

Because of its lack of nearby TV service, percentage of television homes in April, 1950 was low, amounting to 0.6% for the state when the census was taken. At that time there were fewer than five million sets in the nation whereas now there are over three times that many.

Highest TV ownership was found in McPherson County, 4.8%, followed by 2.9% in Buffalo and Haakon Counties.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—SOUTH DAKOTA

Area	Total Population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Percent	Radio Homes 1940	Number reporting	Number	Percent
The State	652,740	182,978	180,685	173,695	96.1	136,049	179,485	1,075	0.6
Urban and rural nonfarm	399,195	117,955	116,345	111,495	95.8	78,599	115,660	705	0.6
Urban	216,710	63,849	63,165	61,490	97.3	39,191	63,025	225	0.4
Rural nonfarm	182,485	54,106	53,180	50,005	94.0	39,408	52,635	480	0.9
Rural farm	253,545	65,023	64,340	62,200	96.7	57,450	63,825	370	0.6
S. M. A.									
Sioux Falls	70,910	20,660	20,310	19,995	98.4	14,073	20,265	100	0.5
Urban Places—10,000 or more									
Aberdeen	21,051	6,092	6,100	5,960	97.7	4,257	6,090	10	0.2
Huron	12,788	3,826	3,765	3,685	97.9	2,802	3,765	10	0.3
Mitchell	12,123	3,641	3,615	3,515	97.2	2,687	3,615		
Rapid City	25,310	7,625	7,465	7,195	96.4	3,431	7,445	35	0.5
Sioux Falls	52,696	15,580	15,365	15,125	98.4	10,352	15,325	80	0.5
Watertown	12,699	3,765	3,810	3,705	97.2	2,503	3,810	15	0.4
Counties									
Armstrong	52	15	20	20	100.0	9	20		
Aurora	5,020	1,401	1,360	1,305	96.0	1,055	1,315	10	0.8
Beadle	21,082	6,066	5,975	5,815	97.3	4,545	5,985	20	0.3
Bennett	3,396	893	910	785	86.3	540	905	10	1.1
Bon Homme	9,440	2,883	2,840	2,710	95.4	2,171	2,820	15	0.5
Brookings	17,851	4,878	4,805	4,715	98.1	3,740	4,790	20	0.4
Brown	32,617	9,260	9,220	9,010	97.7	7,000	9,220	40	0.4
Brule	6,076	1,741	1,685	1,625	96.4	1,339	1,670	5	0.3
Buffalo	1,615	379	340	315	92.6	257	340	10	2.9
Butte	8,161	2,424	2,380	2,260	95.0	1,751	2,370	25	1.1
Campbell	4,046	1,038	1,015	955	94.1	848	1,015		
Charles Mix	15,558	4,219	4,125	3,952	95.2	2,279	4,070	45	1.1
Clark	8,369	2,373	2,375	2,320	97.7	1,949	2,275		
Clay	10,993	2,981	2,970	2,905	97.8	2,269	2,965	15	0.5
Codington	18,944	5,382	5,455	5,310	97.3	3,783	5,365	35	0.7
Carson	6,168	1,473	1,430	1,280	89.5	1,095	1,430	5	0.3
Custer	5,517	1,626	1,605	1,450	90.3	1,214	1,590	5	0.3
Davison	16,522	4,852	4,905	4,770	97.2	3,671	4,905		
Day	12,294	3,453	3,440	3,260	94.8	2,794	3,425	25	0.7
Deuel	7,689	2,091	2,055	1,995	97.1	1,691	1,835	5	0.3
Dewey	4,916	1,208	1,185	1,015	85.7	940	1,175	5	0.4
Douglas	5,636	1,551	1,540	1,480	96.1	1,227	1,530		
Edmunds	7,275	1,915	1,925	1,800	93.5	1,488	1,925	10	0.5
Fall River	10,439	2,819	2,805	2,570	91.6	1,648	2,805	15	0.5
Faulk	4,752	1,379	1,380	1,335	96.7	1,165	1,350		
Grant	10,233	2,916	2,875	2,790	97.0	2,397	2,885	15	0.5
Gregory	8,556	2,406	2,375	2,260	95.2	1,730	2,375	15	0.6
Haakon	3,167	922	890	870	97.8	809	875	25	2.9
Hamlin	7,058	2,013	1,970	1,875	95.2	1,581	1,955	20	1.0
Hand	7,149	1,955	1,930	1,875	97.2	1,536	1,820		
Hanson	4,896	1,350	1,330	1,280	96.2	1,140	1,330	35	2.6
Harding	2,289	672	685	640	93.4	569	685	5	0.7
Hughes	8,111	2,207	2,135	2,050	96.0	1,601	2,085	15	0.7
Hutchinson	11,423	3,261	3,270	3,100	94.8	2,423	3,260	20	0.6
Hyde	2,811	802	750	705	94.0	675	720		
Jackson	1,768	523	530	485	91.5	414	530		
Jerauld	4,476	1,314	1,275	1,245	97.6	1,054	1,290		
Jones	2,281	670	725	705	97.2	552	725		
Kingsbury	9,962	2,922	2,945	2,860	97.1	2,342	2,940		
Lake	11,792	3,342	3,360	3,265	97.2	2,778	3,355	15	0.4
Lawrence	16,648	5,020	4,915	4,760	96.8	4,652	4,860	35	0.7
Lincoln	12,767	3,737	3,640	3,565	97.9	2,935	3,615	25	0.7
Lyman	4,572	1,261	1,275	1,210	94.9	989	1,260	5	0.4
McCook	8,828	2,504	2,355	2,220	94.3	2,047	2,340	30	1.3
McPherson	7,071	1,940	1,870	1,820	97.3	1,334	1,885	90	4.8
Marshall	7,835	2,085	2,055	1,975	96.1	1,730	1,970	20	1.0
Meade	11,516	2,852	2,800	2,670	95.4	2,019	2,790	10	0.4
Mellette	3,046	768	740	615	83.1	496	735	10	1.4
Miner	6,268	1,798	1,720	1,665	96.8	1,500	1,715	10	0.6
Minnehaha	70,910	20,660	20,310	19,995	98.4	14,073	20,265	100	0.5
Moody	9,252	2,502	2,515	2,495	99.2	2,140	2,490	10	0.4
Pennington	34,053	10,039	9,840	9,490	96.4	5,502	9,825	60	0.6
Perkins	6,776	1,890	1,885	1,805	95.8	1,309	1,885	15	0.8
Potter	4,688	1,299	1,285	1,230	95.7	975	1,270	25	2.0
Roberts	14,929	3,948	3,800	3,610	95.0	3,155	3,790	20	0.5
Sanborn	5,142	1,498	1,545	1,495	96.8	1,210	1,535	10	0.7
*Shannon	5,669	1,165	1,095	780	71.2	724	*1,085	10	0.9
Spink	12,204	3,309	3,295	3,195	97.0	2,822	3,280	20	0.6
Stanley	2,055	565	530	485	91.5	458	520		
Sully	2,713	728	745	740	99.3	529	750	5	0.7
Todd	4,758	1,079	1,040	875	84.1	652	1,040		
Tripp	9,139	2,555	2,475	2,365	95.6	1,910	2,490	15	0.6
Turner	12,100	3,686	3,755	3,655	97.3	2,923	3,770	20	0.5
Union	10,792	3,211	3,200	3,135	98.0	2,572	3,195	10	0.3
Walworth	7,648	2,098	2,095	2,060	98.3	1,541	2,095	10	0.5
Washabaugh	1,551	353	355	265	74.6	222	350		
Yankton	16,804	4,206	4,125	4,035	97.8	3,131	4,115	15	0.4
Ziebach	2,606	647	635	550	86.6	430	640	10	1.6

* Washington County was consolidated with Shannon County.

Statistics in adjacent table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 41, for South Dakota, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 40¢ per copy.

Statistics on distribution of the population in South Dakota are presented in a final report of the 1950 Census of Population, Series P-A, No. 41, now available from the Superintendent of Documents at 20¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in South Dakota are presented in a final report of the 1950 Census of Population, Series P-B, No. 41, available from the Superintendent of Documents, at 40¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

MUZAK ENTRY

Into TR, Storecasting

MUZAK CORP., pioneer supplier of background music to restaurants and other public places by means of "wired radio" hookups, is making its first entry into "wireless radio" through the acquisition of the facilities of Air Music Inc. for providing background music in storecasting and Transit Radio [CLOSED CIRCUIT, July 7].

Negotiations for the acquisition of Air Music from Linton Wells were completed last week, Charles Cowley, executive vice president of Muzak, said Thursday. He declined to reveal the financial details except to say that the reported price of $500,000 for Air Music was "slightly exaggerated."

Facilities acquired by Muzak in the deal, Mr. Cowley said, include the equipment installed on the premises of subscribers to the Air Music "beep" service, a local New York City operation for which the company has leased the facilities of WGHF (FM) New York. Muzak has taken over this lease as part of the transaction, Mr. Cowley said.

FCC AMENDS RULES

On AM, FM Standards

FCC on July 2 amended Parts 3 and 4 of its broadcast and experimental broadcast rules and engineering standards for AM and FM stations to conform to changes embodied in Part 17, adopted Dec. 13, 1950.

Part 17 contains rules concerning construction, marking and lighting of antenna structures of all types of radio stations.

BEVILLE ELECTED

Heads Research Council

HUGH M. BEVILLE Jr., NBC director of plans and research, has been named president of the Market Research Council, a discussion group composed of 75 leaders in the field of market media and opinion research.

Other officers elected for the 1952-53 year are:

Dr. Hans Zeisel, director of research, Tea Bureau, Inc., vice president; Dr. Albert D. Freiberg, vice president and director of marketing, Psychological Corp., secretary-treasurer; and Dr. Lyndon Brown, vice president in charge of media merchandising and research, Dancer-Fitzgerald-Sample, and Lloyd Hall, president, Lloyd H. Hall Co., directors.

COMMITTEE LOSES

In Senate and House

INTERSTATE and Foreign Commerce committees of both the Senate and the House are losing two members each.

Missing from the 83rd Congress, when it opens next January, will be Sens. Herbert R. O'Conor (D-Md.) and Owen Brewster (R-Me.), both members of the Senate committee. Sen. O'Conor decided not to run for re-election and will resume his law practice in Baltimore. Sen. Brewster was defeated for the Republican nomination in his home state.

Also not returning are Reps. Lindley Beckworth (D-Tex.) and Leonard W. Hall (R-N. Y.), both members of the House committee. Rep. Beckworth is running for the Senate, and Rep Hall is resigning to resume his law practice.

Sen. Fred A. Seaton (R-Neb.), appointed last December to fill the vacancy caused by the death of Sen. Kenneth S. Wherry, will not return next year. He decided not to run for the upper house. Mr. Seaton is associated with his family in newspaper publishing in Nebraska and Kansas and in the ownership of KHAS Hastings, Neb., and KMAN Manhattan and KGGF Coffeyville, Kan.

Rep. Clinton D. McKinnon (D-Calif.), former owner of KCBQ San Diego and former publisher of *San Diego Journal*, lost the Democratic nomination for Senate, which he sought following the expiration of his present term.

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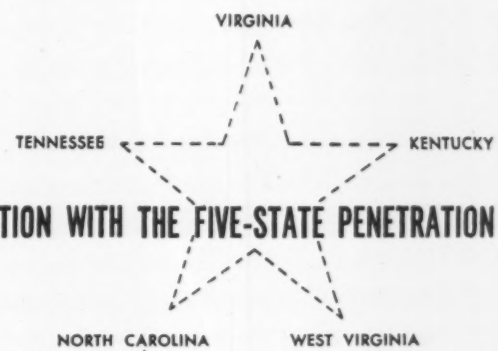

THE STATION WITH THE FIVE-STATE PENETRATION

CONGRESS' RECORD

Active in Radio-TV

NO matter how the 82nd Congress is judged for its legislative accomplishments during the 18 months it was in session, there is one certainty—it was the most active Congress in recent years in radio-TV matters.

Topping its activities in the broadcast field, the 82nd Congress passed the McFarland Bill (S 658) —the first extensive revision of the Communications Act of 1934.

Passage of the bill culminated various steps proposed but never accomplished during the past 10 years (see story, page 91).

There were other broadcast matters acted upon during the life of the last Congress:

● The President was given greater power to control radio and TV stations, as well as all electromagnetic radiation devices, in the event of an emergency. This became Public Law 200 in October 1951 as an amendment to Sec. 606 (c) of the Communications Act [B•T, Oct. 15, 1951].

● The House voted to look into the moral climate of radio and TV programs, following a call for such an investigation (H Res 278) by Rep. E. C. Gathings (D-Ark.).

Police Own Industry

A House Interstate and Foreign Commerce subcommittee, headed by Rep. Oren Harris (D-Ark.), heard a number of witnesses — mainly temperance leaders. Broadcasters, with NARTB officials as spokesmen, asked that they be allowed to police their own industry, and dubbed most of the complaints as too generalized or due to pressure groups. The hearings are expected to resume this fall in New York [B•T, Feb. 11 et seq.].

• The Copyright Law was revised to protect non-dramatic, literary works. It imposed a maximum fine of $100 for involuntary infringement on the part of broadcasters (see story this issue).

• TV station owners had their tax problems eased when the Excess Profits Tax was amended to allow them to recalculate their profit and loss figures to determine a more equitable credit base [B•T, Oct. 15, 1951].

•District of Columbia Boxing Commission was given authority to collect 10% of promoters' receipts, including income from the sale of radio-TV and newsreel rights to their contests [B•T, July 7].

• The FCC got $6.1 million for its operations in the 1952 fiscal year, and $6.4 million for 1953. The increase was for the expected TV workload following the final TV report last April [B•T, June 30].

Some of the measures that Congress did not pass were significant to the broadcasting industry:

Close to passage, but deleted from the final version of the McFarland Bill, was an amendment which would have exempted broadcasters from damages for defamation due to the utterances of political candidates.

Since broadcasters are forbidden by Sec. 315 of the Communications Act to censor political candidates' speeches — but are not protected against libel suits therefrom—it has been a long-term industry objective to gain that protection.

In addition to the complete exemption proposed by Rep. Walt Horan (R-Wash.), Sen. Edwin C. Johnson (D-Col.) offered a bill to require candidates to post a bond (S 2539). Rep. Joseph R. O'Hara (R-Minn.) offered a motion during House debate on the McFarland Bill to permit stations to censor speeches of political candidates, but this was defeated when the Horan amendment was adopted.

A provision of the Horan amendment to include authorized spokesmen as well as candidates under the provisions of Section 315 was also deleted from the McFarland Bill.

Retained in the bill, however, was an amendment recommended by House Majority Leader John W. McCormack (D-Mass.) and incorporated in the Horan amendment prohibiting a broadcaster from charging political candidates more than the comparable commercial fee.

Adherents of the Benton Bill to establish a National Citizens Advisory Board for Radio and TV (S 1579) were heard by a Senate Interstate and Foreign Commerce subcommittee in September 1951, with sponsor Sen. William Benton (D-Conn.) the main witness [B•T, Sept. 10, 1951].

The Benton resolution also favored educational TV and subscription broadcasting.

Most specific of the several educational TV bills introduced was that proposed by Rep. Emanuel Celler (D-N. Y.) to require that TV stations devote 25% of their broadcast time to non-commercial, educational programs (HR 3543).

Striking hardest at radio and TV was House Speaker Sam Rayburn's ban on broadcast coverage of all meetings of House committees [B•T, March 10, 3].

On the Senate side, Senate Judiciary Committee Chairman Pat McCarran (D-Nev.) introduced a resolution (S Res 319) to ban radio and TV from all Senate meetings [B•T, May 26].

Most noteworthy action regarding the continuing campaign of the dry forces to ban beer, wine and liquor advertising was the defeat of the Johnson-Case Bill (S 2444) by a 7 to 6 vote of the Senate Interstate and Foreign Commerce Committee [B•T, March 31].

Although there was much ado in Congress about gambling — due almost solely to the revelations of the Kefauver Crime Committee hearings—no legislation was passed dealing with this problem.

The Senate Commerce Committee did report out, however, three bills which, in various ways, would have made it more difficult for gamblers to use the communications media. These were S 1563, S 1564 and S 1624, all introduced by Sen. Herbert R. O'Conor (D-Md.).

Senate Foreign Relations Committee took no action to confirm the NARBA treaty.

Among other proposals on which no action was taken during the 82nd Congress were:

1. Investigation of prize fighting to determine among other things whether unreasonable restraints are being placed on the telecasting of boxing bouts (H Res 367).

2. Change in FCC's network rules to permit rebroadcasting of programs (HR 10) and the licensing of networks (HR 73).

3. Opposition to restrictions on the telecasting of events of general interest (S Res 208).

4. Prohibition against theatre-TV in theatres practicing racial segregation (HR 5353).

5. Amendment of the Excess Profits Tax to aid radio station owners also in other businesses (HR 7997).

6. Labelling and identification of newsmen and commentators (S 2305, HR 5204, HR 5801). Identification of the backers of political broadcasts (HR 1768).

7. Investigation of the FCC (H Res 214). Authority for the FCC to allocate frequencies for government services (S 1378). Rules regarding the practice of non-attorneys before the FCC (S 1725). Reorganization of the FCC in line with Hoover Commission recommendations (S 1139, S 1218, HR 3307, HR 3678).

8. Authority for the Secretary of Commerce to determine hazards to air navigation (S 3129).

9. Relief of William L. Gleeson (KPRO Riverside, Calif.) for deletion of TV Channel 1 (HR 6977).

10. Authority for radio newsmen to refuse to reveal sources in court actions (HR 4100).

11. Establishment of nationwide daylight savings time by Congress (S 1176, HR 1955, HR 2067).

EQUAL TIME CREDO

FCC Issues Veiled Reminder

VEILED reminder that licensees are obligated to provide equal time to all legally qualified political candidates was issued by FCC to all networks prior to the opening of the Republican National Convention in Chicago last week.

The Commission coupled this warning with a rejection of a complaint filed by the Progressive Party charging that the networks had frozen out coverage of their convention July 4, 5 and 6. The Progressives also had challenged the legality of sponsored radio-TV coverage of the GOP and Democratic conclaves.

Question of physical convention coverage, FCC told the Progressives, is one matter with no application to Sec. 315 of the Communications Act. "It is, of course, clear that the extent of the coverage afforded national political conventions must be determined on the basis of fairness and general interest in the presentation of public events," the Commission pointed out.

But, on the other hand, FCC noted, "acceptance speeches by the candidates themselves are matters within the purview of Sec. 315. . . . Accordingly, a broadcast licensee who has made or proposes to make opportunities available for acceptance speeches by one candidate for a particular office is under a firm obligation to make equal opportunities available to all other legally qualified candidates for that office."

With respect to the Progressives, the party claimed it was unsuccessful in obtaining equal time for talks by its Presidential and Vice Presidential candidates, including their acceptance speeches, before the two major conventions and during its own meet.

The Progressive Party listed as its candidate for President, Vincent Hallinan, "a well known West Coast lawyer who is attorney for Harry Bridges and is now serving a jail sentence for contempt," and for Vice President, Mrs. Charlotta Bass. In his absence, Mr. Hallinan's wife, Vivian, is carrying out his campaign. Sec. 315 as such applies only to legally qualified candidates and not authorized spokesmen.

The complaint was filed June 13. FCC replied in a letter dated July 2, two days prior to the Progressives' parley, that was released last Monday. Copies of the complaint also were sent to the Justice Dept., which was asked to rule on possible violation of the Federal Corrupt Practices Act on the grounds of "discriminatory favoritism and financial support" from companies willing to underwrite sponsored radio-TV coverage [B•T, June 16]. The department reportedly referred the complaint to FCC. Both the GOP and Democratic parties reportedly had studied this phase before granting sponsor rights.

The Commission also noted its rule which provides:

. . . No licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any candidate to any prejudice or disadvantage. . . .

Progressives claimed the networks had set aside only 15 minutes for their party. A check revealed that all networks gave the convention some coverage at a time, in advance of the GOP meet, when the Republicans were already converging on Chicago in droves.

Coverage Noted

CBS Radio recorded the acceptance speech of Mrs. Hallinan and broadcast it in entirety after the Progressives' meet. Mutual gave a quarter-hour July 4. NBC-TV worked a film into a pre-GOP convention session early last week. ABC radio devoted 15 minutes to the party, 11-11:15 p.m. July 5 and ABC-TV gave a similar segment that day 9-9:15 p.m.

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Your advertising message on WGAR gains listener respect, stimulates listener response. WGAR's dominant victory reflects consistently good programming, top-notch talent, and high advertising standards.

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CORNELL	vs.	NAVY
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CORNELL	vs.	DARTMOUTH
CORNELL	vs.	SYRACUSE
CORNELL	vs.	YALE
CORNELL	vs.	COLUMBIA
CORNELL	vs.	MICHIGAN
CORNELL	vs.	PENNSYLVANIA

Michael R. Hanna
General Manager

WHCU

ITHACA, NEW YORK

JONES SUIT

Motion to Dismiss Filed

MOTION to dismiss a complaint against Duane Jones, president of the Duane Jones agency, was made Thursday in the U. S. District Court for the Southern District of New York in connection with a $3,150,000 slander suit filed against Mr. Jones by nine of his former employes.

The motion is returnable in the same court on July 22.

The move for a dismissal, made by Thomas F. Boyle, counsel for Mr. Jones, contends that the complaint "fails to state a claim upon which relief can be granted" and that each of the said causes of actions or counts fails to "state a claim against the defendant upon which relief can be granted."

The motion said the complaint "purporting to be framed in both libel and slander, states no libel, is not libelous *per se* and there is no claim of special damages." The motion also asked for a "more definite statement" from the plaintiffs and for the striking out of certain paragraphs in the complaint on the grounds that "allegations contained therein are redundant, immaterial and irrelevant."

On June 4 Joseph Scheideler and eight other former members of the Duane Jones Agency (most of them now at Scheideler, Beck & Werner) sued on the grounds that Mr. Jones on seven occasions "wickedly uttered" false and untrue statements about them "with actual malice and with the intent and purpose of ruining them in their profession, occupation and business and of destroying their general reputations in the community."

Each of the nine men seeks $50,000 for each of the seven alleged statements. The plaintiffs are Mr. Scheideler, Paul Werner, Joseph Beck, Robert Hughes, Lawrence Hubbard, Philip Brooks and Eugene Hulshizer (all now with SB&W), and Robert Hayes, now of Doherty, Clifford & Shenfield, and Donald Gill, now at W. Earl Bothwell, Inc.

The present legal fireworks are the latest in a series embroiling Mr. Jones and his former workers, dating back to last fall. Mr. Jones presently has a $4½ million slander and conspiracy suit against the nine executives, the Scheideler, Beck & Werner Agency, and against Frank G. Burke Jr. and the company of which he is vice president, Manhattan Soap Co. [B•T, Feb. 11, 1952].

In the present suit, six complaints were made against Mr. Jones by Mr. Scheideler and his coplaintiffs. They charged that statements made by Mr. Jones, or attributed to him by spokesmen, were published in 17 daily and business publications.

A statement from Mr. Scheideler said:

The suit is based upon various and sundry false and defamatory statements made by Jones wherein he impugned the honesty and integrity of the plaintiffs and attacked their characters. These statements were made in the public press, before various advertising association meetings and were given wide publicity.

It was our hope that this suit could be avoided, but Mr. Jones has persisted in the circulation of these rumors ever since the plaintiffs retired from the Jones agency last summer. His persistence in uttering and publishing these defamations left us no alternative but to hold him to strict accountability.

The case has been removed by the Defendant to the United States District Court for the Southern District of New York and a motion to remand it to the state court is now pending.

The slander suit was signed by Mr. Beck.

As Maine Goes . . .

GOP State Committee of Maine will use radio this coming election, if State Sen. Burton M. Cross, GOP nominee for governor, has any say in the matter. At a committee meeting in Waterville, Sen. Cross remarked lately during budget discussions: "We have got to have enough radio. Newspaper advertising is less essential and I believe posters do but very little good. . . . I believe that you should concentrate on radio. . . ."

WDUZ CONTROL

Bought by Laird Group

CONTROL of WDUZ Green Bay, Wis., was purchased last week for $60,000 by Ben A. Laird, WDUZ general manager, and three associates, subject to usual FCC approval. Mr. Laird, who is president of Wisconsin Broadcasters Assn., retains his former 34% in Green Bay Broadcasting Co. His partners in purchase of 66% control are Harold R. Murphy, president of North Shore Publishing Co., Milwaukee, and secretary-treasurer of WIGM Medford, Wis.; Dr. Edward Schons, of St. Paul, and his son, William, owners of WKAI Macomb, Ill. The Schons have filed for a station in Estherville, Iowa.

Controlling stock is divided with Mr. Laird having 40% and each of the other participants 20%. Mr. Murphy also has an application on file for a station in Park Falls, Wis. A former Chicago and midwest manager of Blackburn-Hamilton Co., station brokers, Mr. Murphy handled sale negotiations.

Stock was sold by Clarence L. and Irving Kramlich, brothers, who own a chain of 22 super markets in Wisconsin. Green Bay Broadcasting Co. also holds a construction permit to construct WMAW Menominee, Mich., 1340 kc 100 w unl. The WMAW call letters were dropped recently by the Milwaukee station now operating as WCAN. The Menominee station is expected to go on the air in early September.

NEW ZIV SHOW

'Freedom, U. S. A.' Announced

A NEW half-hour radio program starring Tyrone Power as an idealistic Senator taking listeners with him behind the scenes in Congress is being announced today (Monday) by the Frederic W. Ziv Co.

Carrying endorsements of many governmental authorities, including Sen. Robert A. Taft (R-Ohio), it will be released for broadcast early in September.

Each half-hour episode in the show, *Freedom, U.S.A.*, will relate one complete episode in the career of "Sen. Dean Edwards," whom Tyrone Power will portray. Mr. Power also will be heard in a brief epilogue on each program as he walks through the city of Washington, stopping at historic sites and citing its particular contribution to America.

Production cost of each half-hour show was placed unofficially at more than $12,000.

John L. Sinn, executive vice president of Ziv, expressed the opinion that radio station operators and local sponsors throughout the country will be praised for the program.

"We feel," Mr. Sinn said, "that this is exactly the kind of program radio today needs. When we were asked by many radio stations to produce a new program, we agreed that, first, the program must have showmanship — which we believe will cure nearly everything that is wrong with radio. And second, we had to combine this showmanship with the realities of the American scene today. This program is the answer.

"Tyrone Power is the perfect lead for this program. He is not only one of our fine actors, but I know he is a man of deep patriotism. He will be a great success in the part."

First Since 'Communist'

Freedom, U.S.A. is the first Ziv radio program since the successful *I Was a Communist for the F.B.I.* was introduced last year. This program is now heard on 500 radio stations and has won many awards for its contributions toward educating the public on the threat of communism in the U.S.

Edwin C. Hill, well known radio commentator and Washington correspondent, will have an important role in the new program, portraying a Washington commentator who acts more or less as a narrator on the show. His comments will serve to furnish background to the plots as well as to help interpret the complexities of Congress. Another featured assignment in the show will be handled by Francis X. Bushman, one-time motion picture star, who will play the role of Judge Parker, Tyrone Power's adviser and confidante.

Music for *Freedom, U.S.A.* will be composed and conducted by David Rose. Henry P. Hayward will serve as director and Herbert Gordon, Ziv's vice president in charge of production, will be producer.

Ziv announced that many members of Congress, including Sens. Taft and Blair Moody (D-Mich.), and Rep. Frank C. Osmers Jr. (R-N.J.) have hailed the program for its educational value and its contribution to the American scene.

Sen. Taft said in part: "I believe that a radio program of the type of *Freedom, U.S.A.* can do much to interest more people in the workings of Congress. This is a good goal for it will help to bring about a better understanding of a most important branch of the government of our republic."

Sen. Moody said he was "convinced it will be a first-rate show both from the entertainment and public service standpoints."

"Congratulations to you," Congressman Osmers wrote, "for your timely foresight in preparing the radio program titled, *Freedom U.S.A.* Those of us who spend our lives in the government look forward with keen interest to the production of this program because a straight, down-to-earth presentation of the Congress and the Federal Government is long overdue."

Director Hayward (l) gives pointers to Ziv's Freedom, U.S.A. *star, Tyrone Power, and music-composer David Rose.*

* * *

ASCAP Royalties

ASCAP members have received their second quarter royalty checks totaling a little less than $3 million, said to just about match their first quarter payment. Continued at this rate, the 1952 total ASCAP disbursement will approximate the $12 million distributed last year on a total revenue of some $14 million, of which roughly 85% was derived from radio and TV broadcast rights [B•T, Dec. 31, 1951].

Riggio Show

RIGGIO Tobacco Corp., Brightwater, New York (Regent cigarettes), starts *America Calling* on 12 CBS Pacific radio stations, Sunday 5-5:30 p.m. (PDT) for 13 weeks from July 20. Program features disc m.c. Rebel Randall playing records and making overseas phone calls. Agency is Hilton & Riggio Inc., New York.

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XUM

Ream Quits CBS

(Continued from page 25)

"with profound reluctance." They responded:

"It is not necessary for us to dwell upon the emptiness that your departure from our day-by-day operations will cause. We know that you could not have made any other decision. Your creative and administrative contributions, your realistic and homely counsel will be missed by everyone in the CBS organization, in which you can count nothing but friends. You and your family have all of our good wishes always."

Mr. Ream, now 48, plans to move with his family to the Tallahassee area. They now live at Princeton, N. J. He said he has no plan to enter radio, television or other business activity.

Born Oct. 5, 1903, in Bedford, Iowa, he grew up in Topeka, Kan. He began the study of law at the U. of Kansas, where he received a B.A. degree, and was graduated from Yale with an LL.B. degree in 1927.

He was associated with the law firm of Cravath, deGersdorff, Swaine & Wood for eight years before joining CBS in late 1934 as general attorney for the corporation.

He was elected secretary in 1939, a vice president in 1942, and a director in 1945, advancing to the post of executive vice president on March 5, 1947.

Mr. Salant, 38, will join the CBS corporate staff "with executive administrative duties" next Monday, according to President Stanton's announcement, which was circulated within the CBS organization Friday and is being released publicly today.

Served in Navy

A veteran of five years in government service in Washington, plus almost three years of Navy service during World War II, he joined the firm of Rosenman, Goldmark, Colin & Kaye in 1946 as an associate, and later became a partner.

He received his AB degree from Harvard U. in 1935 and was graduated from Harvard Law School in 1938. He served with the National Labor Relations Board in Washington in 1938-39, and then was a member of the staff and acting director of the Attorney General's Committee on Administrative Procedure until early 1941. From that time until July 1943 he served in the Solicitor General's office, Justice Dept.

During his wartime Navy service he rose from the rank of Ensign to that of lieutenant commander.

At Harvard, he was elected to Phi Beta Kappa and was a member of the board of editors of the *Harvard Law Review*.

Mr. Salant was born April 14, 1914, in New York City. He and his wife, the former Rosalind Robb of Little Compton, R. I., whom he married June 29, 1941, live with their three children at Rye, N. Y.

BETTY FURNESS handled the entire live video commercial stint for Westinghouse on CBS Television during the GOP convention. She worked in a two-room living room and kitchen set. Commercials for the full line of consumer products were slotted only when convention activity slowed down.

HOW TO BEAT THE BAN

CBS Radio Claims Closed Meet Exclusive

CBS RADIO chalked up a victory last week after getting an exclusive broadcast of proceedings of the National Republican Committee, which had banned microphones and cameras from all hearings. Although the network was careful not to disclose its methods in purloining the tape-recording, it was reported to BROADCASTING • TELECASTING that the half-hour show resulted from a permanently-installed dance band line in the room where the session was held.

Before the convention opened, a majority of the committee members had voted to permit only pen and pencil reporting [B•T, July 7], thus closing the door to radio, television and newsreel representatives. The July 4 meeting, concerning the dispute over the Texas delegation, took place in the Boulevard Room of the Conrad Hilton Hotel. The room is normally a dinner and show room, and the wire installation had been made by WBBM, CBS' Chicago station, for musical pickups.

Presumably the station engineer had only to switch on the microphone to pick up full conversation of the committee members. Tape-recorded portions of the debate, which allotted Taft 22 delegates and Eisenhower 16, went on the network 20 minutes after the decision was made.

The halfhour show was fed by WBBM from 7:30 to 8 p.m. CDT. It was narrated by newsman Bill Downs and arranged by Wells Church, CBS Radio director of news and public affairs.

The network claims to have proved its point—that introduction of microphones and tape machines would not "create bedlam" as the committee claimed, and to have disproved the committee's stand that such reportage would be obtrusive.

NBC also managed to secretly tape-record in committee proceedings, but its newsmen were caught and evicted after only one-minute of transcription. The Minirecorder was discovered by a hotel house detective, who confiscated it and turned it over to the group's sergeant-at-arms.

To reclaim the network's $250 investment, Joseph Meyers, radio news operations manager for NBC, and two engineers pretended to be casual observers and crowded around the sergeant-at-arms to ask innocuous questions about the gadget. They maneuvered positions between the guard and the recorder, making off down the hall with it just fast enough to outdistance their pursuer.

Chicago Tab

(Continued from page 27)

speakers' rostrum, and Rep. Joseph Martin was there trying out the gavel he was to use as temporary chairman. "I yield to the gentleman from radio for his broadcast," Rep. Martin was quoted by network spokesmen).

Engineering force of the DuMont Television Network manned the master control room at the Ampitheatre last week for all pool telecasts. DuMont picked up most of the feeds from CBS, but filled in off-hours of the schedule with shows of its own originated from the convention hall or at studios of WGN-TV, its Chicago affiliate.

Highlights of delegate sessions and interviews were filmed and rushed to DuMont headquarters in New York. Among special Chicago network originations were *Keep Posted* (Tuesday, 7:30-8 p.m. CDT), *Convention Roundup* (nightly, 5:45-6 p.m.) and *The Working Press* (Thursday, 8-8:30).

VACATION replacement for *Sunoco Three-Star Extra*, NBC, 6:45 p.m. EDT, is NBC newsman James Fleming of New York radio and TV news staff.

NETWORK TUSSLE

On GOP Committee Pickup

CBS and ABC last week charged NBC with backing-down on an agreement to carry a continuous pool telecast of the GOP Credentials Committee meeting and thus leaving the protesting networks in a 45-minute lurch.

Monday night, ABC and CBS spokesmen say, the three networks agreed that NBC cameras would be stationed in the Congress Hotel for all controversial discussion on the delegate seating debate between the Eisenhower and Taft factions, which opened Tuesday at 10 a.m. Plan was to keep cameras running for fill-ins during convention lulls and after the morning sessions. NBC pulled its cameras and equipment out of the meeting at the noon recess, switching its network to the All-Star baseball game in Philadelphia from 12:30 to 3:15 p.m. CDT.

CBS and ABC, which did not know of the switch according to their publicity men, relied on NBC cameramen to get the pickup of the Credentials Committee after the recess when the session reconvened at 1:30.

A CBS technician, wandering into the meeting room at 1:15, noted the NBC cameras were gone. He flashed CBS-TV headquarters, which ordered a mobile unit from the amphitheatre to the Michigan Ave. hotel. Before it arrived, NBC-TV returned its equipment, which took 45 minutes to be installed. Telecast was not resumed until 2:15. Early Tuesday evening, CBS technicians installed CBS equipment and took over the pool feed until adjournment at 1 a.m. the next day, continuing through Wednesday.

NBC claims it made "no agreement for a pool feed of the afternoon session," committing itself to the morning meeting only.

An ABC executive said he knew of no specific verbal agreement with NBC about continuous coverage of the proceedings, but that it is "standard practice" for a network carrying a pool to continue picking up an event unless it notifies participating networks otherwise.

Sloat to Weldon & Carr

WILLIAM SLOAT has joined Weldon & Carr, Washington, radio and television consulting firm, as senior engineer. Recipient of a BSEE degree from U. of Illinois and having specialized in the television field, Mr. Sloat received basic TV training at CBS New York. He has been assistant chief engineer of WPIX (TV) New York, chief engineer KEYL (TV) San Antonio and technical consultant-acting chief engineer of XELD-TV Matamoros, Mex.

Mr. Sloat

Chicago Highlights

(Continued from page 26)

a Godwin term, is an element in TV previously unchecked, he said, although the immediate effect of TV on convention procedure and events has been highly touted.

* * *

PUBLIC SERVICE was added to public service with Advertising Council messages on register-and-vote, armed forces blood drive, forest fire and accident prevention delivered via broadcast media during Republican conclave. They will also be aired during Democratic convention. Arrangements for the spot announcements made by the council and Philco Corp., convention sponsor on NBC radio and television. "Get Out the Vote" campaign also planned by Revere Copper & Brass on special *Meet the Press* TV shows originating from Chicago.

* * *

GENERAL EISENHOWER has a special pair of eyeglasses when he appears before video cameras. The TV specs are rimless, whereas those he wears normally have heavy plastic rims.

* * *

CLINIC for politicos in television manners and dress died aborning in Chicago Monday as convention was delayed by a late-starting session. WGN-TV Chicago had scheduled a two-hour afternoon instruction period on make-up, clothing, visual and memory aids and dramatic presentations under the direction of J. E. Faraghan, program director. Session was planned at the request of the Republican host committee.

* * *

TV BOOM hit Chicago and elsewhere in the nation. Convention interest spurred set sales nationally, kept householders and patrons of beer parlors grounded for hours at a time, and also resulted in scalpers making fantastic charges for TV set rental in Chicago. Some dealers rented sets for from $30 to $55 weekly, with others charging lesser fees but insisting renters buy a converter for about $50. The headquarters hotel was equipped with direct current, so that alternate current lines had to be run in to accommodate sets without converters. Hotel charged $2.50 daily for a set, but these were "sold out" four days before the convention started. Newsmen covered the sessions via TV on 60 sets provided by Hallicrafters, Chicago set maker, for their work space in the Exhibition Hall.

* * *

STANLEY HUBBARD, owner of KSTP-AM-TV St. Paul - Minneapolis, was there with his two sons, both photographers, who carried official credentials and were at work on the rostrum making "stills" for relay to KSTP-TV.

* * *

DELEGATES arrival at Convention Hall Monday morning was photographed by NBC's "Hydrolift" camera, which can be raised 15 feet in the air by an electrically-operated unit. Used for the first time in Chicago, the "Hydrolift" was mounted outside the hall.

* * *

WILLIAM N. GREER, owner of WSTA St. Thomas, Virgin Islands, is believed to have been the only broadcaster-delegate at the convention.

* * *

THE FAME of broadcasting's perennial favorite, the giveaway, has even reached ex-President Herbert Hoover. In his speech Tuesday night at the convention, he said this country has developed "a new ideology of our own—a government giveaway program."

* * *

EQUIVALENT of Hooper ratings centered the convention last week, marking the comparative line audience popularity of Gen. Douglas MacArthur and ex-Pres. Herbert Hoover. ABC's seismograph gimmick, which measured sound reactions from four microphones spotted throughout the convention hall, recorded a peak of 120 for the general, 118 for Hoover. These peaks of applause lasted, respectively, 32 and 29½ seconds.

* * *

CBS-TV claimed Wednesday that special Hooper surveys of its convention coverage showed its stations in New York, Philadelphia and Los Angeles leading all other stations in their markets after the first two evening sessions (includes addresses by Gen. MacArthur and by Hallicrafters, Chicago set Herbert Hoover).

* * *

INTERNATIONAL News Service and International News Photos set up two-way portable radio communications system for coverage.

WALKIE-LOOKIE, new video camera developed by RCA, was used on the convention floor by NBC at the opening session Monday when the New Jersey delegation was polled on the crucial rules question. The device, which was being tested as the roll call took place, was moved quickly into action for a three-minute network feed. It was premiered for the press July 5.

WSCR

SCRANTON, PENNSYLVANIA

announces

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OF THE

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AS

NATIONAL REPRESENTATIVES

EFFECTIVE

JULY 1, 1952

IN REVIEW . . .

THE AMERICAN public living within range of television last week received a first-class lesson in practical politics, not to mention a thorough study course in the design and function of electric appliances and Betty Furness, who is undeniably streamlined and long-wearing and, for all this reviewer knows, frost-free.

Before getting to the happier aspects of the Republican convention television coverage, the reviewer has two quarrelsome comments to get off his chest concerning (a) Miss Furness and (b) comedians.

Endurance may be a useful quality to, say, an Indian runner, but it is of questionable advantage to anyone who is a guest in the house. Midway in the CBS-TV coverage of the convention, this reviewer was earnestly wishing that Miss Furness, who appeared in every Westinghouse commercial he saw, would go home. Westinghouse would have been better advised to vary its commercials thus preventing Miss Furness, who in smaller doses does an effective selling job, from becoming a bore.

It must be said for Westinghouse, as for Philco on NBC-TV and Admiral on ABC-TV, that at no time to this reviewer's knowledge were important proceedings interrupted for commercials.

The use by NBC-TV and ABC-TV of comedians Bob Hope and Roger Price was a serious lapse in good taste. Mr. Hope's resources do not include inventiveness, and his appearances bore the heavy mark of a stable of gag writers drawing heavily upon the joke files dealing with crowded or decrepit hotels. Of the two, Mr. Price was the less objectionable. It would not seem that either network would have felt a desperate need for comedians either as audience attractions or comic relief, since the convention itself had both qualities in abundance.

TV Coverage Excellent

Aside from these shortcomings, the convention television coverage cannot be said to have been anything short of excellent. The major sessions, presented through the pool, were covered fully so that even the most serious student of convention oratory would be thoroughly informed. Off-the-floor scenes and interviews, picked up individually by the networks or taken from the pool, rounded out the story. The technical job, for all its difficulties, was commendable.

The direction of the programs on all the networks was generally alert. Maximum advantage was taken of the television system within the hall, at the Hilton Hotel headquarters and in mobile units. Certainly no one watching the affair through his own eyes in Chicago had anything like the comprehensive view that television gave the 60 million viewers who stayed at home.

'Time' cover by Artzybasheff

An important point to remember is that the 1952 Republican convention, the first national political convention to be seen by a large television audience, was basically conducted as though television were not there.

The convention procedure was not essentially changed from that which was in effect before television admitted the public. It is a procedure that was designed for an assembly in which the public had not a very large part. Whether this procedure will continue to be the way in which Presidential candidates are selected is not of moment to this review. The significant thing is that the public got a good look, for the first time, at a quadrennial institution about which it had only read before.

Last Thursday afternoon, during a lull in the floor proceedings, NBC-TV switched to an interview with William G. Saltonstall, principal of Phillips Exeter Academy and delegate from New Hampshire. Mr. Saltonstall said he questioned whether in the tumult of a political convention, it was possible "for us to make a wise choice" of a Presidential candidate.

Did the presence of television equipment and staffs add to the tumult? Don McNeill, the interviewer asked.

"Actually," said Mr. Saltonstall, "I am delighted that television is exposing this to the public. Perhaps it may bring about a more reasonable way of choosing candidates."

Perhaps Mr. Saltonstall will be proved right.

METALS SUPPLY

DPA Reports on Aluminum

ALUMINUM supply should be ample by April 1953, "barring unexpected emergencies," to meet civilian demands for radio-TV receivers, component parts, station construction and other needs, the government said last Tuesday.

Defense Production Administrator Henry H. Fowler predicted this in releasing a "List of Basic Materials and Alternates," compiled in cooperation with the National Production Authority, National Security Resources Board and the Munitions Board.

Set manufacturers are comparatively well off, according to NPA authorities, with sufficient inventories of basic materials needed for manufacture of radio-TV receivers. Actual set inventories have diminished appreciably since last year.

Availability of aluminum, used in condensers and antennas as well as in station building facilities, is improving steadily," Mr. Fowler reported. DPA also announced a new policy permitting radio-TV use of carbon steel in inventory without DPA authority.

Continued stoppages in steel [B•T, July 7], "could accentuate more sharply the shortages in some specific products," he added. Only slight increases for civilian copper use appear probable soon.

STATION CHICAGO COVERAGE At Peak

IT WAS "C-Day" for the "independents" and remote-minded network affiliates covering the Republican political show in Chicago last week (see main story, page 23).

With more than 2,000 radio-TV people representing some 300-plus network and individual outlets, local station coverage reached perhaps an all-time peak for any Presidential nominating convention.

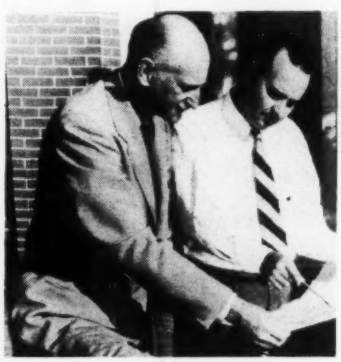
While a substantial number of the nation's stations took network pickups, many fed direct-line remote broadcasts to home-town listeners eager for local color and news. Others tape-recorded special interviews from booths. Stations using direct lines and equipment took part in a pool arrangement at $250 each, with an additional $200 for line costs.

As a result, whether or not the individual station had its own news representatives on hand, listeners were kept fully abreast of convention developments. Stations frequently found it advisable to cancel regularly-scheduled local commercial commitments and, in any event, saturate their schedules with convention news and extend their broadcast day.

Through the facilities of Magnecord Inc., over 150 "indies" had put together tape-recorded broadcasts by last Tuesday. Arrangements were made by Magnecord in cooperation with the National Assn. of Radio News Directors and Chicago News Broadcasters Assn., at savings to out-of-town outlets.

More than a dozen stations, most of them network-affiliated, were assigned booths for the convention. Some maintained direct lines from seats in the radio-TV section on the floor of the International Amphitheatre.

* * *



ARCH COLEMAN (l), political commentator, and Jack Younts, president-general manager, WEEB Southern Pines, N. C., discusses last-minute plans as Mr. Coleman prepares to depart for Chicago to cover both national political conventions for WEEB, WEWO Laurinburg and WGWR Asheboro, both in the Tar Heel State.

Clear Channel Broadcasting Service offered its facilities for "live" feeds and recordings to some 15 member stations.

Independent stations sending newsmen to the GOP conclave were able to record proceedings and interview delegates at Magnecord studios in the amphitheatre and the Conrad Hilton Hotel.

Magnecord provided studio and tape-recording facilities at the rate of $5 for a recording up to five minutes long and $9 for 15 minutes.

Eighteen staff members of Magnecord and the cooperating news groups were accredited to provide full service in the tape-recording of all action on the convention floor. Portions of these sessions were edited for local angles and mailed back to stations for broadcast. Tape was supplied by Audio Devices, New York.

Richard McQueen, Magnecord advertising manager, directed the activity of six men at the amphitheatre and three at the hotel.

The enterprise of TV newsmen also played a vital role in coverage of the Windy City's battle of bombast.

KANS Wichita set up a closed circuit to bring TV coverage of the Republican convention into the

(Continued on page 100)

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

July 12, 1952

To the PRESS and RADIO:

Subject: WHEN "NET" IS NOT PROFIT

Railroad financial results and operating statistics, reported each month to the Interstate Commerce Commission, are compiled in accordance with the Commission's prescribed accounting procedures and under its inspection and supervision. The figures of no other industry are subject to more careful public supervision and scrutiny to insure their accuracy. The railroad figures are matters of public record and are periodically reported to the press and the public.

The terms used, however, sometimes fail to convey to those not familiar with them a correct understanding of their meaning. Take, for example, the term "net railway operating income," a familiar item in statements of railroad accounts. The use in the same phrase of the words "net" and "income" might make it seem that this is a measure of the profit available to the owners of a railroad, rather than just an intermediate step on the way toward finding out what that profit is.

"Net railway operating income" represents what is left after subtracting from total revenues from the sale of services the amounts paid out for operating expenses, taxes, the use of joint facilities, and hire of freight cars and other equipment. The resulting figure is the base on which the rate of return earned on property investment or valuation is calculated. "Net railway operating income," however, should not be confused with the terms "net income" or "net profits," for the railroads have other obligations to meet before arriving at such end results.

To find the profit it is necessary to go two steps farther--first, to add any income received from outside sources; and then to subtract fixed charges, principally interest on bonds, equipment trust notes and other indebtedness, and rentals for leased roads, which amount to nearly one-half as much as the "net railway operating income."

These necessary fixed charges must be met before any true profit can be arrived at. And even this profit is by no means all available for dividends, for out of it must come the funds to sustain the credit necessary to carry forward the program of additions and betterments so essential to continued improvement in railroad service.

Sincerely yours,

William T. Faricy

XUM

millions listen

millions buy!

WJR

the GREAT VOICE *of the* GREAT LAKES

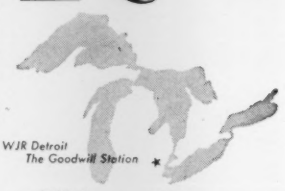
Each radio home in WJR's coverage area spends almost 1,000 dollars a year on food!

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Food Sales	$3,266,766,000	9.4

Get *your* share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products . . . by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Edward Petry representative today.

Remember . . . millions buy WJR-advertised products!



Radio—America's Greatest Advertising Medium

Represented nationally by Edward Petry & Company

WJR Eastern Sales Office: 665 Fifth Ave., New York

4-A ELECTION

New Officers, Governors Are Announced

RESULTS of elections of 1952-53 officers and board of governors by each of the 15 local chapters of the American Assn. of Adv. Agencies were announced by 4-A's officials last week.

Meanwhile, dates for 4-A Eastern, Central, and Pacific fall regional conventions were reported as follows: Central Council (all territory between Pittsburgh and the Rockies, except Michigan), Oct. 9-10, Drake Hotel, Chicago, under Council Chairman John M. Willem, Leo Burnett Co., Chicago; Pacific Council (all west of Rockies), Oct. 12-15, Arrowhead Springs Hotel, San Bernardino, Calif., under Council Chairman Carl K. Tester, Philip J. Meany Co., Los Angeles; and Eastern Conference (New York, New England, and Atlantic Councils), Oct. 28-29, Roosevelt Hotel, New York, under New York Council Chairman Marion Harper Jr., McCann-Erickson. The Michigan Council has not completed convention plans.

In the 15 local chapters, officers and board members were elected as follows:

Chesapeake Chapter—Joseph Katz, Joseph Katz Co., Baltimore, chairman; J. Robert Corry, Lewis Edwin Ryan, Washington, vice chairman; Theodore A. Newhoff, Theodore A. Newhoff Adv. Agency, Baltimore, secretary-treasurer; Robert Daiger, VanSant, Dugdale & Co., Baltimore; M. Belmont Ver Standig, M. Belmont Ver Standig Inc., Washington.

Cleveland Chapter—S. L. Abrams, Ohio Adv. Agency, chairman; Kenneth E. Moore, Fuller & Smith & Ross, vice chairman; Andrew B. Meldrum, Meldrum & Fewsmith, secretary-treasurer; M. R. Davies Jr., Foster & Davies; Dennis J. O'Neill, D'Arcy Adv. Co., all of Cleveland.

Dayton Chapter—Hugo Wagenseil, Hugo Wagenseil & Assoc., chairman; E. G. Frost, Geyer, Newell & Ganger, vice chairman; H. H. Hutzler, Hutzler Adv. Agency, secretary-treasurer; Carter B. Helton, Kircher, Helton & Collett, all of Dayton.

Northern California Chapter—John J. Wiley, Kenyon & Eckhardt, San Francisco, chairman; W. H. Wilde, McCarty Co., San Francisco, vice chairman; Robert H. Knollin, Knollin Adv. Agency, San Francisco, secretary-treasurer; Fred H. Fidler, J. Walter Thompson Co., San Francisco; Sidney Garfield, Sidney Garfield & Assoc., San Francisco; Ross H. Ryder, Ryder & Ingram, Oakland; Franklin C. Wheeler, Brisacher, Wheeler & Staff, San Francisco.

Oregon Chapter—Wayne R. Leland, House & Leland, chairman; T. Bryce Spruill, Botsford, Constantine & Gardner, vice chairman; George E. Clinton Joseph R. Gerber Co., secretary-treasurer; Hal E. Short, Hal Short & Co.; Willard E. Wilson, McCann-Erickson, all of Portland.

Philadelphia Chapter — Wesley M. Ecoff, Ecoff & James, chairman; Earle A. Buckley, The Buckley Organization, vice chairman; Sydney Thayer, Aitkin-Kynett Co., secretary-treasurer; George B. Barnard, Aitkin-Kynett Co.; J. M. Korn, J. M. Korn & Co., all of Philadelphia.

Pittsburgh Chapter—Harry P. Vieth, BBDO, chairman; Harry B. Peebles, Albert P. Hill Co., vice chairman; H. Vincent Drayne, Ketchum, MacLeod & Grove; J. M. Roberts, Sykes Adv., Inc.; Wilfred H. Lusher, BBDO, appointed secretary-treasurer, all of Pittsburgh.

Puget Sound Chapter—J. F. Crollard, Ruthrauff & Ryan, Seattle, chairman; Floyd O. Flint, J. Walter Thompson Co., Seattle, vice chairman; Howard H. Smith, Condon Co., Tacoma, secretary-treasurer; Kermit A. Allen, Strang & Prosser Adv. Agency, Seattle; Harry S. Pearson, Pearson, Morgan & Pascoe Adv., Seattle; George Weber, MacWilkins, Cole & Weber, Seattle; William W. Woodbridge Jr., Botsford, Constantine & Gardner, Seattle.

Rocky Mountain Chapter—Carl A. Salstrand, Ball & Davidson, chairman; Harold Walter Clark, Harold Walter Clark Inc., vice chairman; C. J. Freiberger, Curt Freiberger & Co., secretary-treasurer, all of Denver.

St. Louis Chapter—E. E. Kromnacker, Arthur R. Mogge Inc., chairman; J. F. Kircher, Gardner Adv. Co., vice chairman; Louis E. Westheimer, Westheimer & Block, secretary-treasurer; Maurice L. Hirsch, Hirsch & Rutledge; Clark F. Ross, Ross Adv. Agency, all of St. Louis.

Southern California Chapter—Lee Ringer, Ringer & Assoc., Los Angeles, chairman; R. H. Nagle, Erwin, Wasey & Co., Los Angeles, vice chairman; Herbert C. Brown, McCarty Co., Los Angeles, secretary-treasurer; Carl Heintz Sr., Heintz & Co., Los Angeles; Walter McCreery, Walter McCreery Inc., Beverly Hills; Eldon Smith, Young & Rubicam, Hollywood; Harry W. Witt, Calkins & Holden, Carlock, McClinton & Smith, Los Angeles.

Southeast Chapter—W. W. Neal, Liller, Neal & Battle, Atlanta, chairman; Tucker Wayne, Tucker Wayne & Co., Atlanta, vice chairman; Carol Porter, Crawford & Porter Adv., Atlanta, secretary-treasurer; Lewis M. Ayer, Ayer & Gillett, Charlotte; Henry Quednau, Henry Quednau Inc., Tampa.

Southwest Chapter — Wilson W. Crook, Crook Adv. Agency, Dallas, chairman; Ray K. Glenn, Glenn Adv., Dallas, vice chairman; Oscar Payne, Watts, Payne-Advertising Inc., Tulsa, secretary-treasurer; J. Earl Brennan, Brennan Adv. Agency, Houston; Thomas F. Conroy, Thomas F. Conroy, San Antonio; Warren Humphrey, Erwin Wasey & Co., of the South, Oklahoma City; Warren T. Mithoff, Mithoff Adv., El Paso.

Spokane Chapter—Harvey A. Brassard, Devine & Brassard, chairman; Milton M. Myers, Miller, Ogle & Myers, vice chairman; Virgil A. Warren, Virgil A. Warren Adv., secretary-treasurer, all of Spokane.

Twin City Chapter — Harold C. Walker, Harold C. Walker Adv., chairman; William G. White, Erwin, Wasey & Co., of Minnesota, vice chairman; Charles R. Strotz, Bruce B. Brewer & Co., secretary-treasurer; Charles L. Greenwood, Knox Reeves Adv.; D. M. Mitchell, Mitchell & Mitchell, all of Minneapolis.

TAYLOR NAMED

Assumes New CPN Post

SHERRIL TAYLOR, sales promotion manager, CBS Pacific Network and KNX Hollywood, has been named director of sales promotion - advertising - exploitation, a newly created post.

Mr. Taylor

Under the new operation, Robert L. Finn, writer-production assistant on CPN's *Meet the Missus*, *It's Fun to Be Young* and *Family Fun*, has been assigned to work under Mr. Taylor's direction on program promotion and exploitation.

Leon Forsyth continues as merchandising manager with Arthur Sawyer, research editor, and James Cantwell, art director.

CBS Pacific Network annual sports award presented to Brutus Hamilton, U. of Calif. athletic director and U.S. Olympic squad track coach, as the personality in the West contributing most to American sports.

BONUS in Washington

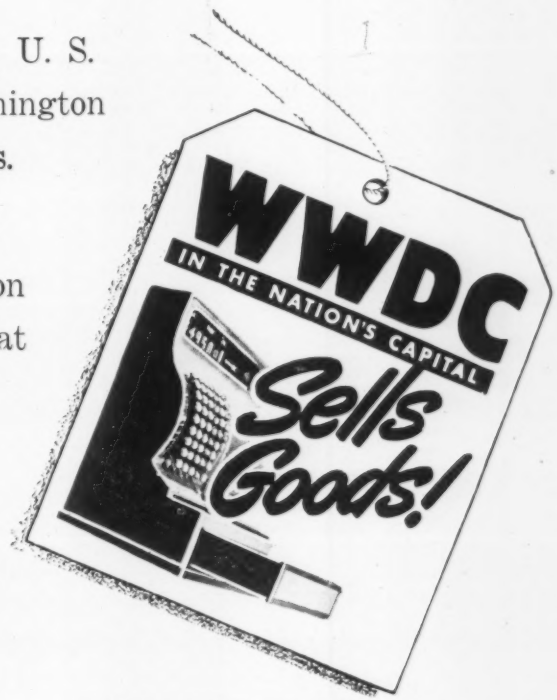
When you buy WWDC in Washington, you get a great big free bonus audience! A special survey by Pulse—made when no baseball or other special broadcasts were on the air—shows that WWDC has by far the largest out-of-home audience in the Washington area.

Out of 504 time periods measured by Pulse, WWDC was first 302 times, and tied for first 147 times. In other words, WWDC dominates this audience 94% of the time.

And this out-of-home audience is big. U. S. Government figures show that the Washington market has 244,067 automobiles with radios.

This big bonus audience that WWDC delivers advertisers is just one more reason why WWDC is the Washington station that sells goods.

Your JOHN BLAIR man will give you all the details about WWDC's dominant position in this always-rich market. Call him soon.



REPRESENTED BY JOHN BLAIR & CO.

WASHINGTON, D. C.

"THANK God and Sunny Jim for saving my sanity just before dinner." With that a Seattle mother typified the programming success of The Sunny Jim Kindergarten throughout the Northwest. Guided by MacWilkins, Cole & Weber agency, Sunny Jim products have achieved radio popularity that is best reflected in the current Seattle Times Consumer Analysis. That survey shows Sunny Jim peanut butter ranks first among the three most popular brands sold in the area—a popularity that quite appropriately parallels Sunny Jim's use of radio.

DISCUSSING *Sunny Jim* plans are (l to r): W. H. Sandiford, account executive, MacWilkins, Cole & Weber, Seattle; C. G. Guinn, sales and advertising manager, Sunny Jim Food Products Co., and Jerome P. Firnstahl, Sunny Jim president and general manager.

'SUNNY JIM KINDERGARTEN'

WHAT must be the youngest audience ever selected as the target for a consistent sales effort via radio, sits down entranced each afternoon, in several Pacific Northwest cities, listens to a quarter-hour broadcast, gets up for dinner, and increases tremendously the sale of the sponsor's product.

The program is *The Sunny Jim Kindergarten*, aired in Seattle for the past four years, and more recently in Spokane, Boise and Yakima as well. The audience comprises children between the ages of three and six. The sponsor is Sunny Jim Food Products, Seattle, and the leading product, peanut butter, has tripled its dollar volume of sales and climbed to unmistakable first place in consumer preference in the Seattle market since the show has been on the air.

Here's the story:

Sunny Jim is a family-owned firm, distributing regionally from Seattle. It had been a spasmodic advertiser until the account was acquired in 1946 by MacWilkins, Cole & Weber, Seattle and Portland, Ore., agency. Except for a brief sponsorship of a network cooperative show in Seattle, Sunny Jim had used no consistent advertising of any kind until the *Kindergarten* show was launched, so that radio was its first and for a time its sole major advertising medium.

The Sunny Jim Kindergarten was developed as the result of a search for a radio vehicle to fill a vacancy. Research had disclosed no program available in the area, either local or network, which offered a consistent vehicle appealing directly to children in the three-to-six year age group. Children as young as two and one half are interested in the radio as a form of home entertainment, the researchers believed, but there was nothing geared to the youngsters' level.

Accordingly, the idea for the *Kindergarten* show was developed by Dave Crockett (at that time free-lancing in partnership with his wife, as McPherson and Crockett), in conjunction with W. H. Sandiford, account executive for MacWilkins, Cole & Weber.

The show started on a sustaining basis over KING Seattle, and the immediate response from listeners — especially mothers — prompted the agency to recommend that Sunny Jim undertake sponsorship of the program. Favorable comments were received from the start from such organizations as the Seattle Council of Parent-Teacher Assns. and Junior Programs Inc. It is believed that the *Sunny Jim Kindergarten* was the first children's program in the Seattle area accorded the privilege of advertising that it was endorsed by the PTA.

Early in the planning, representatives of the agency called some 50 parents of small children and outlined the idea to them. All were grateful for the idea of a strip show, which would keep the youngsters occupied during the late-afternoon time when mother was preparing dinner. Almost unanimously, the parents queried had expressed a preference for the 5:45-6:00 p.m. time slot, and the program was scheduled accordingly, in all localities where the time was available.

Because it is a low-budget show, and extremely easy to produce, spokesmen for the account are loath to describe the format in detail. They do say, however, that the *Kindergarten* offers small children's favorite stories and nursery rhymes, and that in each locality the program features a local station personality with voice and manner appeal for children.

The show also includes a roll call, which developed originally to use the names of children who wrote in to the station. So many names came in, however, that the sponsor was forced to use only first names, and by recourse to such obvious sources as the telephone book, it was possible to include just about any given name a listener might possess.

The program started on KING in January 1948, and later branched out to KREM Spokane, KDSH Boise and KIMA Yakima. In Seattle, since September 1951, it has been aired on KRSC. The *Kindergarten* also was on KWJJ Portland for two years, but withdrew from the Portland market until sales and distribution problems could be solved.

To accommodate the relatively small budget available, independent outlets were selected, on the theory that if enough effort were put into promotion, the appeal of the program would cause parents to tune in the station. A second consideration, according to Mr. Sandiford, was better time availabilities. Results have proved the decision sound, he recently reported to BROADCASTING • TELECASTING.

Sunny Jim's first consistent, one-direction advertising was in radio. It has since been supplemented by newspaper space and more recently by a small television schedule. For 1952, 50% of the total ad budget is allocated to radio and TV.

The Sunny Jim Kindergarten remains the backbone of the account's advertising, however, and event-

(Continued on page 66)

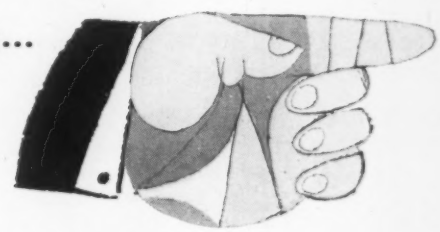
* * *

Posters such as this are used to promote the program

Five Outstanding New Radio Shows

CBS Radio presents the year's top creative achievements in radio showmanship – five fresh interpretations of established program types.... Designed with realistic respect for advertisers' budgets, these new shows carry maximum appeal for all ages, sexes, and tastes – assure low cost-per-thousand mass audiences.... Once more, CBS Radio, creator of more successful package programs than any other network, leads in developing exciting new entertainment.

Announcing...



"The Frank Font

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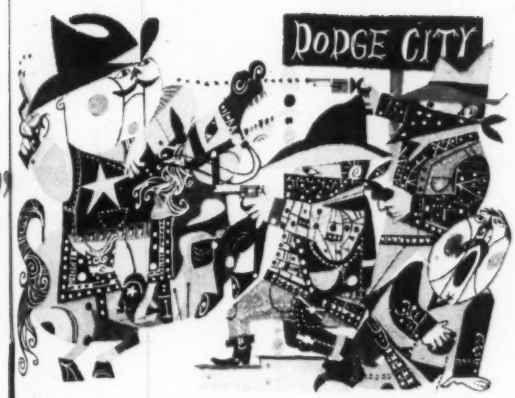


n Show"

Give your product a seasonable lift with one of these all-season shows . . .

THE FRANK FONTAINE SHOW—A half-hour of rippling comedy with Frank Fontaine and his zany impersonations of Fred Frump and John L. C. Silvoney . . . the baby-sitting dilemmas of the Fontaine family (latest count: a hilarious eight). Sundays, 8:00-8:30 p.m. EDT

HORATIO HORNBLOWER—Starring the distinguished Michael Redgrave as hero of C. S. Forester's best-sellers. Salt-spray adventures and sparkling romance . . . with an audience already assembled by the dashing Hornblower of magazine, book, and screen. (Mondays, 8:00-8:30 p.m. EDT)

DECEMBER BRIDE—Spring Byington is "her usual delightful self" (says *Variety*) as a new kind of mother-in-law (her son-in-law dotes on her). Warm situation comedy with a new view of an old relationship—delight for every in-law in the land. (Sundays, 7:00-7:30 p.m. EDT)

GUNSMOKE—There's a U.S. Marshal, assorted villains, the setting is the West—but there's a priceless missing-ingredient: It's a Western *without* corn. Adult writing, believable acting . . . the effect—to win a new audience for the sagas of the prairies. (Saturdays, 7:30-8:00 p.m. EDT)

THE STEVE ALLEN SHOW—A program with a human format—first name, Steve. It's a changing and always surprising blend of artesian ad-libbing . . . the Allen piano . . . the Bobby Sherwood Trio . . . and bright banter with unexpected guests. A smash hit on the Coast, this show has top national prospects. It's all easy . . . nothing's forced . . . a half-hour of fun. (Monday through Friday, 9:30-10:00 p.m. EDT)

Ask your CBS Radio representative for sample recordings. . . . Refresh your customers and your sales with one of these big-opportunity shows—

. . . all on THE CBS RADIO NETWORK

book reviews . . . .

ADVERTISING AT THE CROSSROADS. By Max A. Geller. The Ronald Press Co., 15 E. 26 St., New York 10, N. Y.; 336 pp.; $5.

RECOMMENDATION that governmental control of advertising, now scattered piecemeal among such diverse agencies as the Post Office, Securities & Exchange Commission, Alcohol Tax Unit, Federal Trade Commission and FCC, be vested in a single bureau, probably the FTC, is this book's major conclusion.

Required reading for any one at all concerned with the impact of advertising on the American people, both as individuals and as citizens of a nation, *Advertising at the Crossroads* tells the story of the growth of advertising from its humble beginnings to its present "big business" status and reports the history of the government attempts to control this great social force in the public interest.

Its author, in addition to his Ph.D. and LLB degrees, holds such industry-recognized titles as president of Weiss & Geller and president and chairman of the board of the New Haven Clock & Watch Co. So when Dr. Geller recommends that Congress as an essential part of the fight against inflation "limit the amount advertisers be permitted to expend for advertising," his words perhaps cannot be brushed off as vague theorizing of an impractical visionary. They merit serious attention as the considered opinion of an experienced practitioner as well as student of advertising.

Deduction for Advertising

"Along with the problem of regulating advertising expenditures in an inflationary period, consideration should be given in this Congressional study to a more liberal tax deduction for advertising during a deflationary period with a view of achieving greater employment, production and consumption," Dr. Geller suggests. The aim must be, at all times, "to integrate the advertising expenditure with the national welfare."

Pointing out that "television has accentuated the influence of advertising on our homes, on young and old alike," Dr. Geller states that "questions have arisen as to how to curb advertising that is in bad taste and obnoxious as well as deceptive and misleading; the problem of taxing advertising is coupled with curbing the needless expenditure of tax dollars; the responsibility of the advertiser, the agency and the media is a problem that requires a great deal of attention.

"All this leads to the recommendation that Congress entrust to one administrative bureau the regulation, supervision and control of advertising in all its phases. The Federal Trade Commission is perhaps ideally suited for this purpose. It has the nucleus of the structure; all that it requires is the needed manpower and financial support as well as the statutory enactments to clothe it with the necessary jurisdiction. . . .

"Reputable advertisers, agencies and owners of advertising media should welcome the recommendation to entrust the FTC with such powers, for this commission has demonstrated as well as declared publicly that it 'is ready and anxious to cooperate in every way and at all times with everyone interested in protecting these honorable professions and businesses from the unlawful practices of the few.' "

Noting that advertising, like each of us, "must adjust itself to the tempo of the era," Dr. Geller concludes his volume with the statement that "advertising is by now too fine a profession and too great an economic force in our existence to permit the disreputable few to bring discredit on all. The voluntary cooperation in this direction of the advertiser, the agency and, above all, the media will in the long run help advertising to prosper and grow; it will likewise obviate the necessity for any stringent or drastic federal regulations."

Dr. Geller calls the TV broadcasters' adoption of a code "a move in the right direction" and points out "the interesting feature of this code is that it carries with it a penalty for violation in the loss of the right to use the symbol. This may be a pattern for the periodicals to use and if they adopt it it may mean that advertising will succeed in putting a quietus on a great deal of the criticism against advertising as well as eliminating the need for further government regulation."

MAJOR share of credit in Los Angeles County's *March of Dimes* campaign, which raised $1,350,000, has been given to the combined efforts of radio and television, according to letter to Paul Walker, FCC chairman, from Ben Cossart & Assoc., acting as liaison between L. A. chapter and radio-TV stations.

WAGE CONTROL
Is Retained for Radio-TV

SUMMARY scrapping on Capitol Hill of wage exemption legislation for radio-TV station employes has been viewed in industry quarters with the same lukewarm reaction that greeted the proposed amendment late last month [B•T, June 30].

This was apparent after joint Senate-House conferees voted to reject an amendment which would have freed broadcast and published media from wage ceilings commensurate with their price-exempt status.

As a result of Congressional action on the Defense Production Act signed by President Truman a fortnight ago, radio and TV wages will remain subject to the jurisdiction of the Wage Stabilization Board through April 30, 1953. There is one important difference, however: The present board will be replaced July 30 with a new statutory body, substantially stripped of any authority to mediate labor disputes.

The recommendation to free media from wage regulations was offered by Rep. Paul C. Jones (D-Mo.), adopted by the House but scrapped in conference. Committee authorities said that Senate conferees felt the proposal "went far beyond" the intent with which it was drafted. Pressed for Congressional adjournment, Senate members convinced House conferees it should be scrapped at this time.

While some industry quarters did not oppose Rep. Jones' suggestion, it was known that they had questioned the approach inherent in the proposal—that of seeking to exempt the industry from wage ceilings on the grounds that prices were not subject to controls. The exemption also would have applied to newspapers, magazines, theatres, and outdoor advertising.

The amendment would have had varying effects on broadcast operation, depending on the size of the stations involved. Wage contracts negotiated by networks and stations with the AFM, AFRA, NABET, IBEW and other unions are subject to WSB jurisdiction.

It is known that the board has, on many occasions, granted wage boosts in excess of token increases, with proper application to the agency. In that sense, exemption legislation may have proved academic. Some broadcasters have occasionally looked with disfavor upon red tape attending such WSB negotiations, while other industry segments have favored outright scrapping of wage-price controls.

The decision of Congress to strip WSB of its mediation powers and thus pave the way for a return to stress on collective bargaining (with the NLRB exercising that major function) is regarded as a victory in some industry quarters.

The new board will be composed of equal numbers of public, industry and labor members at present. It would be empowered to formulate general wage regulations subject to approval by the Economic Stabilization administrator. Its functions are certain to be hampered, however, by lack of funds voted by Congress.

Between six and seven million more employes are freed from wage controls under the new law. Newly exempted are professional engineers and employes of small business firms.

HOOPER STAND
Challenges WKBS Action

ATTORNEYS for C. E. Hooper Inc. have notified WKBS Oyster Bay, N. Y., that they do not believe the station has legal grounds to forbid Hooperaters to gather data on WKBS listenership.

Lee Hollingsworth, president of Key Broadcasting System Inc., licensee of WKBS, had notified Hooper Inc. through the latter's attorneys in a letter July 3 that, "We strictly forbid your client, C. E. Hooper Inc., from taking, and/or recording, for any purpose whatsoever, any listening data on our property, WKBS, or any other radio property that we may hereafter own."

Mr. Hollingsworth, in a previous letter June 27, had based WKBS objections to Hooper's rating, on grounds that "much of this 'so called' rating information . . . is used for promotional skullduggery against other stations, and we do not propose to be subjected to this type of promotional down rating by ad, word of mouth or otherwise."

WKBS contended it uses its own copyrighted rating system, Auction Audience Rating Program, to determine its listenership. This rating presumably is based on a daily merchandise auction conducted by the station.

Hooper Inc. attorneys replied in a letter that Hooper's basic information is obtained "directly from the listening and viewing public," and that figures are compiled "without prejudice or favor for any person or station, whether it be a client of Hooper or not." The Hooper attorneys said that "C. E. Hooper Inc. states and enforces with its clients a code of practices designed to prevent any unfair or prejudicial use of the reports.

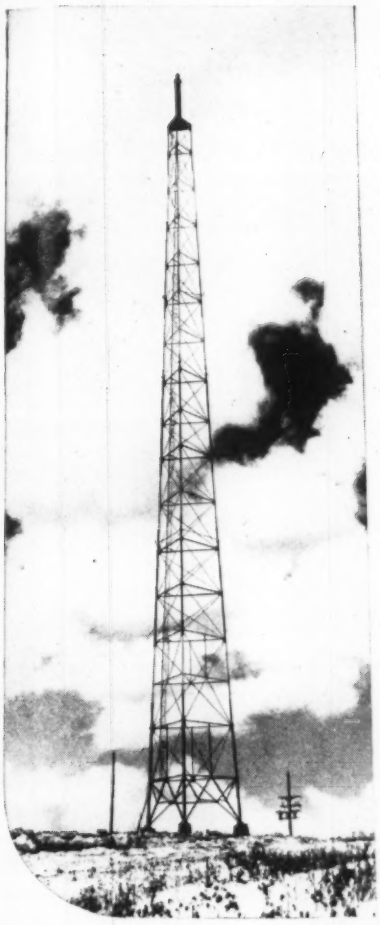
"We fail to see that your letter of June 27, 1952, states a legitimate demand, claim or complaint against C. E. Hooper Inc.," the attorneys said.

FTC POST
No Decision on Carson

NOMINATION of John Carson for reappointment to the Federal Trade Commission is "unfinished business" in the Senate Interstate & Foreign Commerce Committee, with virtually no prospect for action this year.

Mr. Carson was named by President Truman June 19 for a seven-year term beginning Sept. 28. In the absence of committee approval and Senate confirmation, Comr. Carson can continue to serve until his successor is chosen.

A spokesman said last week that the matter was raised by the committee but action was deferred on grounds there was not time to hold hearings before the 82nd Congress adjourned.



TRUSCON STEEL TOWERS
stand out in performance

The ability to stand up under a wide variety of the most extreme conditions imposed by Nature makes Truscon Steel Towers *stand out* as leaders in design and construction.

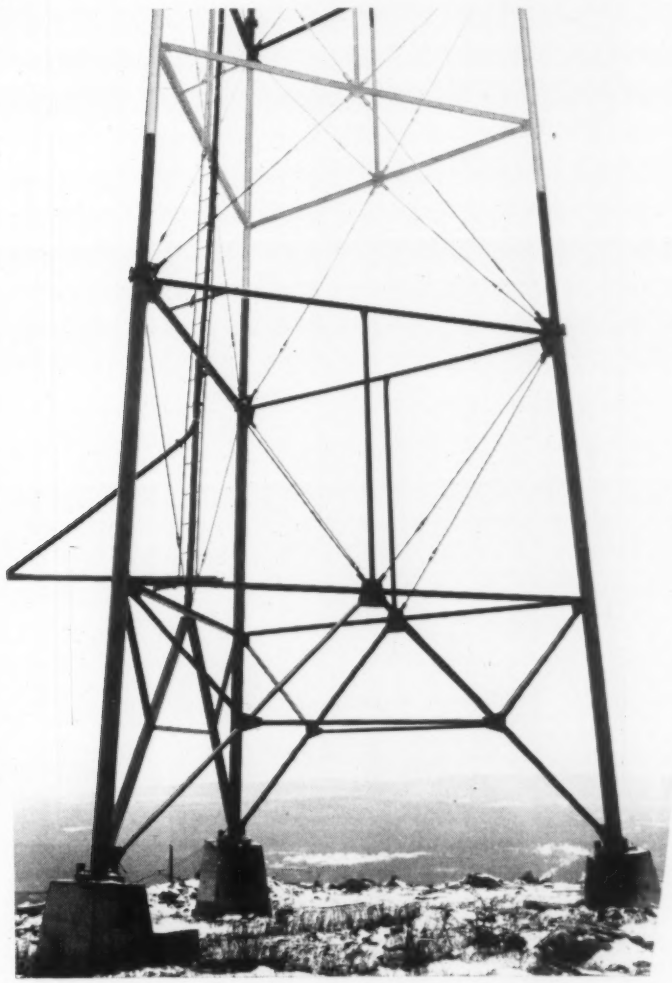
A typical example of Truscon Tower *strength-in-service* is the unit operating for Station WILK-FM, Wyoming Valley Broadcasting Company, Wilkes-Barre, Pennsylvania. The Truscon self-supporting tower is 200 feet high, supports an RCA Two-Section FM Pylon Antenna, and in addition is designed with sufficient strength to support a television antenna in the future.

Truscon possesses many years of engineering knowledge and experience in the steel AM-FM-TV-MICROWAVE tower field. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY

1074 Albert Street, Youngstown 1, Ohio • Subsidiary of Republic Steel Corporation



Truscon Self-Supporting Radio Tower operated by Station WILK, Wilkes-Barre, Pa.

TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON
a name you can **build** on

Television Applications Filed at FCC July 3-10

†Indicates pre-thaw application refiled #Current Boxscore on page 70

Listed in State Order

[Also see later applications, page 70, and AT DEADLINE]

BAKERSFIELD, Calif.—Kern County Bcstrs. Inc. (KERO), VHF Ch. 10 (192-198 mc); ERP 13 kw visual, 6.5 kw aural; antenna height above average terrain 3,074 ft., above ground 137 ft. Estimated construction cost $172,401, first year operating cost $190,000, revenue $228,000. Post Office address: 1420 Truxton Ave., Bakersfield. Studio location: 1420 Truxton Ave. Transmitter location: 4 mi. South of Bealville, Calif., on Bear Mtn. Geographic coordinates 35° 12′ 23″ N. Lat., 118° 38′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Albert DeYoung** (51%), general manager and 10% owner of KERO Bakersfield; Vice President **M. H. Stansbury** (24%), 50% owner of Stansbury Inc. (oil well drilling contractors and oil well operators); Secretary-Treasurer **Bryan J. Coleman** (5%), secretary-treasurer of Bakersfield Savings & Loan Assn.; **Edward E. Urner** (10%), sales manager of KERO; **Kenneth R. Croes** (5%), program manager of KERO, and **S. B. Gill** (5%), attorney with law firm of Deadrich, Gill & Bates.

BAKERSFIELD, Calif. — John Poole Bcstg. Co., UHF Ch. 29 (560-566 mc); ERP 114 kw visual, 64.6 kw aural; antenna height above average terrain 623 ft., above ground 247 ft. Estimated construction cost $220,000, first year operating cost $150,000, revenue $130,000. Post Office address: Top Floor, Security Bldg., Long Beach 2, Calif. Studio location: To be determined. Transmitter location: 5.5 mi. N 45° E Oil City, Calif. Geographic coordinates 35° 29′ 08″ N. Lat., 118° 53′ 19″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George Adair, Washington. Sole owner is **John H. Poole,** licensee of KBIG Avalon, Calif., and KM2XAZ (experimental TV) Los Angeles; he also is applicant for new UHF TV stations for Fresno, Los Angeles, Salinas and Stockton, Calif.

BERKELEY, Calif.—Bay Area Educational Television Association, VHF Ch. 9* (186-192 mc); ERP 31 kw visual, 15.5 kw aural; antenna height above average terrain 525 ft., above ground 354 ft. Estimated construction cost $100,000, first year operating cost $110,000, revenue $110,000. Post Office address: Alameda County Court House, 1225 Fallon St., Oakland 7, Calif. Studio locations: Berkeley Community Theatre, Grove and Allston Way, Berkeley, and U. of California, Berkeley. Transmitter location: Mark Hopkins Hotel, Mason and California Streets, San Francisco. Geographic coordinates 37° 47′ 24″ N. Lat., 122° 24′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Chesley M. Walter, Oakland, Calif. Consulting engineer R. A. Isberg, Palo Alto, Calif. Applicant is non-profit corporation which has no stock issued and is composed of educators in the San Francisco Bay Area.

FRESNO, Calif.—John Poole Bcstg. Co., UHF Ch. 47 (668-674 mc); ERP 282 kw visual, 141 kw aural; antenna height above average terrain 337 ft., above ground 363 ft. Estimated construction cost $288,000, first year operating cost $160,000, revenue $120,000. Post Office address: Top Floor, Security Bldg., Long Beach 2, Calif. Studio and transmitter location: Security Bank Bldg., Fulton and Mariposa Streets. Geographic coordinates 36° 44′ 5.1″ N. Lat., 119° 47′ 23.6″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer T & T Radio Measurements Co., Long Beach, Calif. Sole owner is **John H. Poole,** licensee of KBIG Avalon, Calif., and KM2XAZ (experimental TV) Los Angeles; he also is applicant for new UHF TV stations for Bakersfield, Los Angeles, Salinas and Stockton, Calif.

RIVERSIDE, Calif.—California Telecasters, UHF Ch. 40 (626-632 mc), ERP 21.2 kw visual, 10.6 kw aural; antenna height above average terrain 724 ft., above ground 193 ft. Estimated construction cost $136,523, first year operating cost $150,000, revenue $150,000. Post Office address: c/o E. C. Blais, 3607 West Magnolia Blvd., Burbank, Calif. Studio location: To be determined. Transmitter location: West end of Box Springs Mountain, 3 mi. NE of Riverside. Geographic coordinates 33° 59′ 31.68″ N. Lat., 117° 19′ 24.96″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Earle C. Blais, Burbank, Calif. Consulting engineer Bernard Associates, Hollywood 27, Calif. Principals include general partners **Zoel Bourdon** (10%), owner of Lankershim Lumber Co., Van Nuys, Calif.; **Bernard F. Malkin** (30%), dentist in North Hollywood, Calif.; **Joel H. Prescott** (20%), president of "three other enterprises"; **Robert W. Davidson** (10%), owner of Davidson Inst. of Photography, and **William C. Wallace** (30%), sales manager for Phillips Poultry Co., Los Angeles.

SALINAS, Calif.—John H. Poole Bcstg. Co., UHF Ch. 28 (554-560 mc); ERP 114 kw visual, 64.4 kw aural; antenna height above average terrain 2,521 ft., above ground 246 ft. Estimated construction cost $225,000, first year operating cost $150,000, revenue $120,000. Post Office address: Top Floor, Security Bldg., Long Beach 2, Calif. Studio location: To be determined. Transmitter location: On Gabilan Peak, 10.5 mi. NE of Salinas. Geographic coordinates 36° 47′ 27″ N. Lat., 121° 30′ 21″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George P. Adair, Washington. Sole owner is **John H. Poole,** licensee of KBIG Avalon, Calif., and KM2XAZ (experimental TV) Los Angeles; he also is applicant for new UHF TV stations for Bakersfield, Fresno, Los Angeles and Stockton, Calif.

STOCKTON, Calif.—John Poole Bcstg. Co., UHF Ch 36 (602-608 mc); ERP 284 kw visual, 148.9 kw aural; antenna height above average terrain 3,173 ft., above ground 194 ft. Estimated construction cost $340,000, first year operating cost $180,000, revenue $120,000. Post Office address: Top Floor, Security Bldg., Long Beach 2, Calif. Studio location to be determined. Transmitter location on Mt. Diablo, 4.5 mi NE of Mt. Diablo, Calif. Geographic coordinates: 37° 52′ 50″ N. Lat., 121° 54′ 53″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George P. Adair, Washington. Sole owner is **John H. Poole,** licensee of KBIG Avalon, Calif., and KM2XAZ (experimental TV) Los Angeles; he also is applicant for new UHF TV stations for Barkersfield, Fresno, Los Angeles and Salinas, Calif.

† **STOCKTON, Calif.—Radio Diablo Inc.,** VHF Ch. 13 (210-216 mc), ERP 158 kw visual, 76 kw aural; antenna height above average terrain 3,118 ft., above ground 293 ft. Estimated construction cost $405,000, first year operating cost $280,000, revenue $410,000. Post Office address: 798 San Mateo Ave., San Bruno, Calif. Studio location to be determined. Transmitter location about 14 miles by mountain road north of Diablo, Calif., on Mt. Diablo, 1/4 mi. West of Summit. Geographic coordinates: 37° 52′ 49″ N. Lat., 121° 55′ 00″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Principals include President **Orrin H. Brown** (14%), director of field engineering for Eitel-McCullough Inc., San Bruno, Calif.; Vice President **J. A. McCullough** (14%) vice president and 42% owner of Eitel-McCullough Inc.; Treasurer **W. W. Eitel** (14%), president and 36% owner of Eitel-McCullough Inc. Eitel-McCullough Inc. owns 16% of applicant. Remaining 360 stockholders own less than 3% of stock. Applicant is licensee of KSBR (FM) San Bruno. (Proposed TV station for Stockton would also serve San Francisco Bay Area.)

† **DENVER, Col.—Denver Television Co.,** VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 791 ft., above ground 199 ft. Estimated construction cost $545,422, first year operating cost $600,000, revenue $500,000. Post Office address: 1631 Glenarm Place, Denver. Studio location: Broadway Theatre Bldg., 1756 Broadway. Transmitter location on Lookout Mtn., East of Highway 68, adjacent to Cody Monument. Geographic coordinates: 39° 43′ 58″ N. Lat., 105° 14′ 11″ W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include President **John M. Wolfberg** (34%), president and director of four drive-in theatres at Denver; Vice President **F. Kirk Johnson** (20%), independent oil producer; Treasurer **Max G. Brooks** (5%), banker; **James M. Stewart,** radio, stage and motion picture actor; **Dr. Wilford W. Barber** (10%), physician, and **Sterling C. Holloway** (10%), Fort Worth attorney.

JACKSONVILLE, Fla.—Jacksonville Bcstg. Corp. (WPDQ), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 623 ft., above ground 674 ft. Estimated construction cost $478,900, first year operating cost $230,000, revenue $325,000. Post Office address: Gulf Life Bldg., Jacksonville. Studio location: Gulf Life Bldg. Transmitter location: June St. and San Marco Blvd. Geographic coordinates 30° 19′ 04″ N. Lat., 81° 39′ 38″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer George C. Davis, Washington. Principals include President **James R. Stockton** (75%), real estate, and Vice President **Robert R. Feagin** (25%) 50% owner of Sandwich Bar, Atlantic National Bank Bldg., Jacksonville.

† **SAVANNAH, Ga.—Savannah Bcstg. Co. (WTOC-AM-FM),** VHF Ch. 11 (198-204 mc); ERP 228 kw visual, 114 kw aural; antenna height above average terrain 478 ft., above ground 500 ft. Estimated construction cost $446,757, first year operating cost $188,896, revenue $100,000. Post Office address: P. O. Box 858, Savannah, Ga. Studio and transmitter location: 516 Abercorn. Geographic coordinates: 32° 04′ 07″ N. Lat., 81° 05′ 35″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **William T. Knight Jr.** (51%), Vice President and Secretary **S. P. Driscoll** (3.6%), **Grace Schley Knight** (16.6%), **F. Schley Knight** (4.6%) and 83 minority stockholders.

† **CHICAGO — Johnson-Kennedy Radio Corp. (WIND),** UHF Ch. 20 (506-512 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 518 ft., above ground 1,147 ft. Estimated construction cost $502,197, first year operating cost $935,000, revenue $1,362,400. Post Office address: 400 N. Michigan Ave., Chicago 11, Ill. Studio and transmitter location: Daily News Bldg., Madison Ave. and Canal Streets. Geographic coordinates: 41° 52′ 55″ N. Lat., 87° 38′ 25″ W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President and Treasurer **Ralph L. Atlass,** Vice President **H. Leslie Atlass** (20%), Vice President and Secretary **John T. Carey** and **P. K. Wrigley** (39%). *Chicago Daily News* owns 42%.

JOLIET, Ill.—Sanders Bros., UHF Ch. 48 (674-680 mc); application states power of 2 kw but does not indicate if that is ERP, visual or aural; antenna height above average terrain not given, above ground not given. Estimated construction cost, first year operating cost and revenue not given. Post Office address: 111 East Jefferson St., Joliet, Ill. Studio and transmitter location: 111-117 East Jefferson St. Geographic coordinates not given. Transmitter and antenna make not specified. Neither legal counsel nor consulting engineer retained by applicant. Principals include equal 1/3 partners **Benjamin I. Sanders, Albert E. Sanders** and **Harry W. Sanders,** all of whom are officers of Sanders Inc. (retail tires, radios, television sets and appliances), Joliet.

† **PEORIA, Ill.—West Central Broadcasting Co. (WEEK),** UHF Ch. 43 (644-650 mc); ERP 170 kw visual, 85 kw aural; antenna height above average terrain 546 ft., above ground 432 ft. Estimated construction cost $518,587, first year operating cost $365,000, revenue $390,000. Post Office address: D. A. McGee, 306 N. Robinson, Oklahoma City. Studio and transmitter location: Springfield Hill Rd., Groveland Township, Tazewell County. Geographic coordinates: 40° 37′ 48″ N. Lat., 89° 32′ 57″ W. Long. Transmitter and antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include **Sen. Robert S. Kerr** (D-Okla.) (50.611%), president and 29.7% owner KRMG Tulsa and in oil and gas production business; **Grayce B. Kerr** (11.488%), 29.7% owner KRMG; **D. A. McGee** (15.525%), 14.981% owner KRMG and in oil and gas business; **T. M. Kerr** (11.141%), 13.768% owner KRMG and in oil and gas business; **Geraldine H. Kerr** (3.235%); **Fred Mueller** (5%), WEEK general manager; **C. B. Akers** (3%), 5% owner KGLC Miami, Okla., and theatre operator.

† **PEORIA, Ill.—WIRL Television Co.,** VHF Ch. 8 (180-186 mc); ERP 92.4 kw visual, 46.2 kw aural; antenna height above average terrain 483 ft., above ground 500 ft. Estimated construction cost $305,000, first year operating cost $305,000, revenue $346,320. Post Office address: 115 N. Jefferson, Peoria. Studio location: 115 N. Jefferson. Transmitter location: 4.5 mi. S. of Peoria on Cole Hollow Rd. Geographic coordinates: 40° 37′ 24″ N. Lat., 89° 35′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **Timothy W. Swain** (22%), president and 15% owner Illinois Broadcasting Co., licensee WIRL Peoria; Secretary **Katherine A. Swain** (22%), secretary and 15% WIRL; Treasurer **Edward J. Altorfer** (22%), director and 15% WIRL; Vice President **John H. Altorfer** (22%), vice president and 15% WIRL; Director of Television-Program Director **Paul C. Brines** (4%), assistant general manager WIRL; Chief Engineer **Rudolph Luukinen** (4%), WIRL chief engineer; Station Manager **Thomas Gavin** (4%), WIRL general manager.

† **EVANSVILLE, Ind. — Trans-American Television Corp.,** UHF Ch. 62 (758-764 mc); ERP 24.6 kw visual, 12.3 kw aural; antenna height above average terrain 500 ft., above ground 929 ft. Estimated construction cost $190,911, first year operating cost $135,000, revenue $155,000. Post Office address: Suite 600, 1420 Walnut St., Philadelphia 2, Pa. Studio location not specified in application. Transmitter location: About 5 mi. West of Evansville. Geographic coordinates: 37° 59′ 29″ N. Lat., 87° 39′ 53″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting en-

(Continued on page 52)

IN CINCINNATI
IN NORTH CAROLINA
IN THE SOLID SOUTH

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS
OF
SELLING POWER

WCKY CINCINNATI

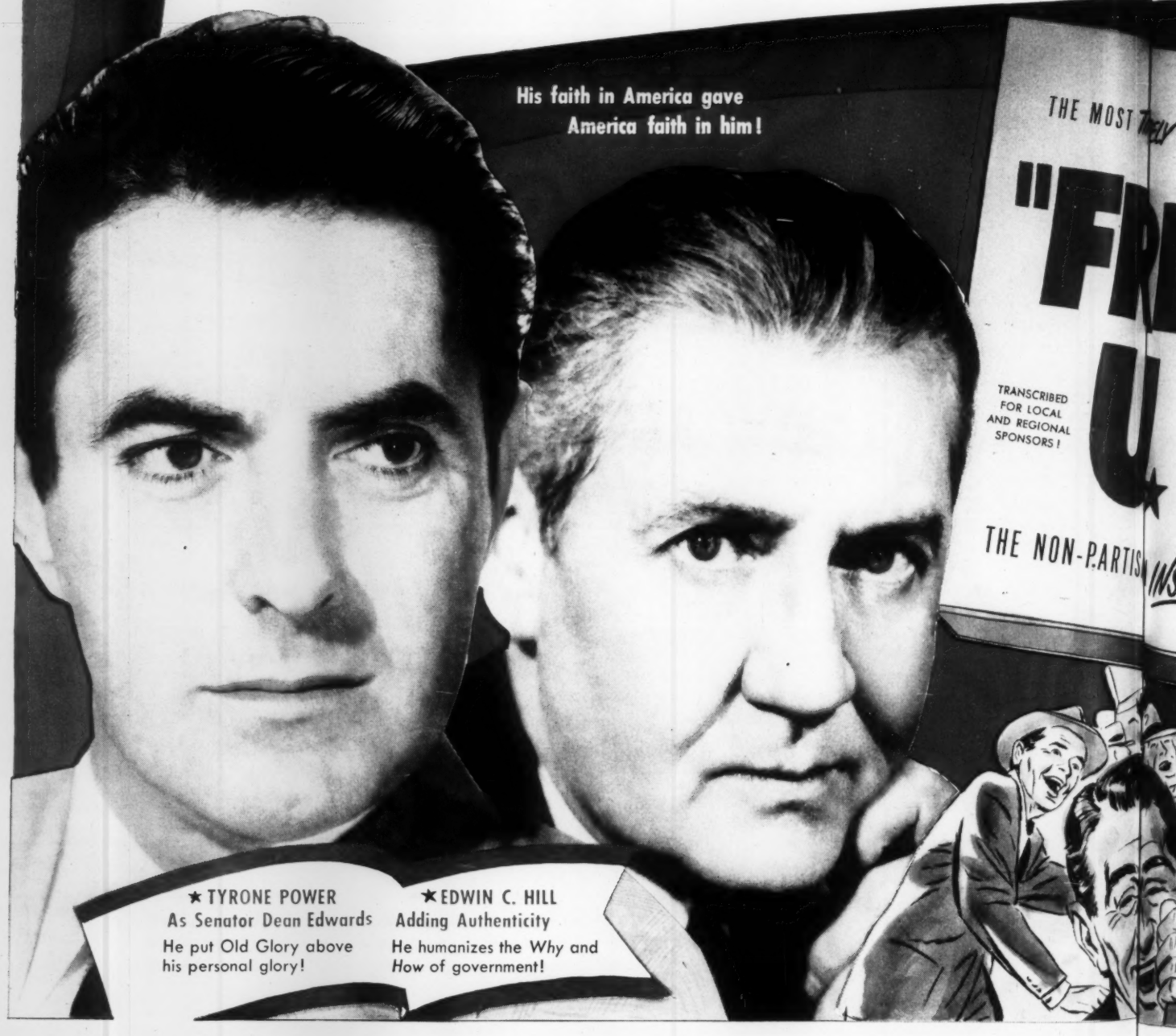
ZIV's NEW RADIO SHOW ... IT'S
ENTERTAINMENT DYNAMITE!
PRESS

THE PROGRAM THAT . . . . 154,000,000 AME

Starring

Tyrone Pow

AMERICA'S FAVORITE SON!



XUM

MERICANS WANT TO HEAR!
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Featuring
Edwin C. Hill
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And an all-star supporting cast!
CAPTURING
THE SPIRIT,
THE DRAMA AND
THE EXCITEMENT
OF THE U. S. SENATE
AT WORK!
ST TIMELY AND IMPORTANT PROGRAM ON THE AIR TODAY!
REEDOM
U.S.A."
SUPERB MUSIC
BRILLIANT SCRIPTS
EACH HALF-HOUR
PROGRAM A
COMPLETE STORY
RTIS INSIDE STORY OF WASHINGTON, D. C.
VOTE FOR EDWARDS
WIN WITH DEAN
NEVER BEFORE SUCH A DRIVING, PULSING,
FEVER-PITCH OF EXCITEMENT ABOUT
"What goes on in Washington?"
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

XUM

Television Applications Filed at FCC

(Continued from page 48)

gineer A. D. Ring & Co., Washington. Principals include President and Treasurer **James R. Rubenstone** (57%), employe of WFIL-AM-TV; Secretary **Irwin Apfel**, attorney, and **Edward L. Frater**. There will be ten other equal stockholders, all local businessmen, after grant.

† **INDIANAPOLIS, Ind.—Indianapolis Bcstg. Inc. (WIRE),** VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 694 ft., above ground 769 ft. Estimated construction cost, $566,623, first year operating cost $350,000, revenue $450,000. Post Office address: 307 N. Pennsylvania St., Indianapolis. Studio location: 307 N. Pennsylvania St. Transmitter location: New York and Talbot Streets. Geographic coordinates: 39° 46' 16" N. Lat., 86° 09' 18" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Eugene C. Pulliam**, Vice President **Willard C. Worcester**, Secretary-Treasurer **N. G. Mason** and **Eugene S. Pulliam**. Central Newspapers Inc., Indianapolis, is sole stockholder of applicant and licensee of WAOV Vincennes, Ind.

† **WATERLOO, Iowa — Josh Higgins Broadcasting Co. (KXEL),** VHF Ch. 7 (174-180 mc); ERP 24.32 kw visual, 12.03 kw aural; antenna height above average terrain 522 ft., above ground 540 ft. Estimated construction cost $198,000, first year operating cost $200,000, revenue $250,000. Post Office address: Joe DuMond, 500 E. 4th St., Waterloo, Iowa. Studio and transmitter location: 1.2 mi. E. of city, U. S. Highway 20. Geographic coordinates: 42° 30' 00" N. Lat., 92° 15' 30" W. Long. Transmitter DuMont, antenna RCA. Studio equipment DuMont. Legal counsel Dow, Lohnes & Albertson, Washington. Chief engineer Donald E. Kassner. Principals include President **Joe DuMond** (54.3%); Secretary **B. F. Swisher** (1.8%), attorney; Treasurer **William A. Reed** (1.5%), president of Tribune Press (job printer) and former newspaper editor; Director **Horace L. Lohnes** (14.9%), Washington radio attorney. Stockholders total 25.

† **TOPEKA, Kan. — S. H. Patterson (KJAY),** VHF Ch. 13 (210-216 mc); ERP 25.2 kw visual, 12.6 kw aural; antenna height above average terrain 534 ft., above ground 537 ft. Estimated construction cost $174,231, first year operating cost $225,000, revenue $250,000. Post Office address: 908 Kansas Ave., Topeka. Studio location: 908 Kansas Ave. Transmitter location: 4⅛ mi. East and ¼ mi. North of intersection of 29th and California Ave., Topeka, Kan., and 2¼ mi. South of Tecumseh, Kan. Geographic coordinates: 39° 01' 11" N. Lat., 95° 34' 13" W. Long. Transmitter DuMont, antenna RCA. Legal counsel P. W. Seward, Washington. Consulting engineer Radio Engineering Co., San Francisco. Sole owner is **S. H. Patterson**, who also owns KSAN San Francisco, former owner (1943-1950) of KVAK Atchison, Kan., and who has real estate holdings in Denver, San Francisco, Topeka and Clear Lake, Calif.

† **WICHITA, Kan.—Sunflower Television Co.,** VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 939 ft., above ground 1,000 ft. Estimated construction cost $658,500, first year operating cost $444,200, revenue $427,648. Post Office address: 300 S. Topeka Ave., Wichita. Studio location: 1701 Washington Blvd. Transmitter location: 1½ mi. SE of Colwich, Kan. Geographic coordinates: 37° 46' 36" N. Lat., 97° 30' 45" W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include general partners **F. V. Vingling** (25%), 66⅔% interest in Yingling Chevrolet Co., Wichita, and 50% interest in Yingling Oil & Mining Inc., Wichita; **W. L. Hartman** (25%), independent oil operator in Kansas; **Virgil S. Browne Jr.** (25%), operator of various Coca-Cola bottling plants in Kansas, Oklahoma and Colorado; **George P. Hollingbery** (12½%), president and owner of George P. Hollingbery Co. (radio station representative), and **John D. Montgomery** (12½%), co-owner and publisher of *Junction City* (Kan.) *Daily Union* and president and publisher of *Miami Beach* (Fla.) *Sun* and the *Rio de Janeiro, Brazil, Herald.*

† **WICHITA, Kan.—KAKE Bcstg. Co. (KAKE),** VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 443 ft., above ground 496 ft. Estimated construction cost $571,802, first year operating cost $402,000, revenue $405,756. Registered office: 1009 Brown Bldg. Business office: 512 West Douglas, Wichita 2, Kan. Studio and transmitter location: Hydraulic Ave. between 18th and 19th Streets. Geographic coordinates: 37° 43' 05" N. Lat., 97° 19' 04" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Weyland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Mark H. Adams** (12.5%), partner in law firm of Adams, Jones, Robinson & Manka, Wichita; Vice President **H. E. Zoller** (24%), independent oil operator; Secretary **Robert B. Dockum** (19%), president of Dockum Drug Co., Wichita; Treasurer **Charles E. Jones** (12.5%), partner in law firm of Adams, Jones, Robinson & Manka, Wichita; **Owen Coe McEwen** (10%), secretary and assistant sales manager of Steffen Dairy Foods Co., Wichita, and **Dwight Merle Rounds** (10%), vice president of Rounds-Porter Lumber Co., Wichita.

BANGOR, Maine—Community Telecasting Service (WABI), VHF Ch. 5 (76-82 mc); ERP 1.9 kw visual, 0.95 kw aural; antenna height above average terrain 673 ft., above ground 120 ft. Estimated construction cost $122,000, first year operating cost $86,850, revenue $96,220. Post Office address: 57 State St., Bangor, Me. Studio location: 57 State St. Transmitter location at Holden, Me., on Copeland Hill. Geographic coordinates: 44° 44' 16" N. Lat., 68° 41' 54" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Horace A. Hildreth**, 50% stockholder in WABI; Vice President **George F. Eaton**, partner in Bangor law firm of Eaton, Peabody & Veague; Treasurer **Murray Carpenter**, 50% stockholder in WABI, and Secretary **Arnold L. Veague**, partner in Bangor law firm of Eaton, Peabody & Veague. Community Bcstg. Service, licensee of WABI, owns 95% of stock in applicant.

People Started Asking for Them!

(see inside front cover)

WLS CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

† **HAGERSTOWN, Md. — Hagerstown Broadcasting Co. (WJEJ),** UHF Ch. 52 (698-704 mc); ERP 135 kw visual, 68 kw aural; antenna height above average terrain 1,417 ft., above ground 227 ft. Estimated construction cost $215,738, first year operating cost $104,400, revenue $165,000. Post Office address: Grover C. Crilley, 33 W. Franklin St., Hagerstown. Studio and transmitter location atop Mt. Quirauk, near Hagerstown. Geographic coordinates: 39° 41' 47.1" N. Lat., 77° 30' 46" W. Long. Transmitter and antenna GE. Consulting engineer Kear & Kennedy, Washington. Principals include President **Grover C. Crilley** (48.86%), real estate; **Bernice C. Paulsgrove** (20%); Secretary **William H. Paulsgrove**, WJEJ assistant manager; **A. V. Tidmore** (22.86%), owner WPPA Pottsville, Pa. There are nine common stockholders. WJEJ executives also are preferred stockholders.

NORTH ADAMS, Mass.—Greylock Bcstg. Co., UHF Ch. 15 (470-476 mc); ERP 9.2 kw visual, 5 kw aural; antenna height above average terrain 263 ft., above ground 122 ft. Estimated construction cost $163,000, first year operating cost $160,000, revenue $170,000. Post Office address: 8 Bank Row, Pittsfield, Mass. Studio location to be determined. Transmitter location: atop mountain 1.8 mi., N 267° E from center of Williamstown, Mass. Geographic coordinates 42° 42' 42" N. Lat., 73° 14' 32" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer James C. McNary, Washington. Principals include President and assistant treasurer **Leon Podolsky** (51%), president of WBRK Pittsfield, Mass., and Vice President and 1/3 owner of capital stock of Sun Printing Corp., Pittsfield, and Vice President **Gardner S. Morse** (49%), president of Berkshire County Savings Bank, Pittsfield, Mass.

BENTON HARBOR, Mich.—Palladium Publishing Co. (WHFB-AM-FM), UHF Ch. 42 (638-644 mc); ERP 17.4 kw visual, 8.7 kw aural; antenna height above average terrain 478 ft., above ground 500 ft. Estimated construction cost $301,204, first year operating cost $240,000, revenue $50,000. Post Office address: 59-61 Wall St., Benton Harbor, Mich. Studio and transmitter location on Fairplain Ave., 3 mi. South of Center of Benton Harbor. Geographic coordinates 42° 04' 44" N. Lat., 86° 28' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Stanley R. Banyon** (35.17%), editor and director of Palladium Pub. Co., publishers of *Benton Harbor News-Palladium*, and president and treasurer of *St. Joseph* (Mich.) *Herald-Press*; Vice President and Secretary **Willard J. Banyon** (34.17%), vice president of *Benton Harbor News-Palladium* and *St. Joseph Herald*, and **Helen Polly Klock** (24%), housewife.

FLINT, Mich. — Trendle-Campbell Bcstg. Corp. (WTAC), UHF Ch. 16 (482-488 mc); ERP 59 kw visual, 29.5 kw aural; antenna height above average terrain 380 ft., above ground 432 ft. Estimated construction cost $298,666, first year operating cost $240,000, revenue $380,000. Post Office address: 1800 Mutual Bldg., 26 West Adams Ave., Detroit 26, Mich. Studio and transmitter location: 740 S. Saginaw St., Flint, Mich. Geographic coordinates: 43° 00' 49" N. Lat., 83° 41' 20" W. Long. Transmitter DuMont, antenna GE. Legal cousel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **George W. Trendle** (51%), president and treasurer of Trendle-Campbell-Meurer Inc. (radio and television program production), owner of all rights to *Lone Ranger, Green Hornet, Sargeant Preston of the Yukon* and *American Agent;* Vice President and General Manager **H. Allen Campbell** (35%), Secretary **Raymond J. Meurer** (5%), Assistant Secretary **George W. Trendle Jr.** (4.5%) and **Mary K. Johnston** (4.5%).

FLINT, Mich.—WJR The Goodwill Station Inc., VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1000 ft., above ground 904 ft. Estimated construction cost $1,172,500, first year operating cost $525,000, revenue $800,000. Post Office address: Fisher Bldg., Detroit, Mich. Studio location: 3002 E. Court. Transmitter location: 1 mi. from Waterford, Mich., on Waterford Hill. Geographic coordinates: 42° 42' 31" N. Lat., 83° 24' 45" W. Long. Transmitter RCA, antenna RCA. Applicant is licensee of WJR-AM-TV Detroit, principals in which also have controlling interest in KMPC Los Angeles and WGAR Cleveland. Principals in WJR include President **John F. Patt** (1.5%), Vice President and General Manager **Worth Kramer** (0.3%), Vice President in Charge of Engineering **George F. Leydorf** (0.21%), Vice President **George W. Cushing** (0.23%), Vice President **Gordon Gray**, Secretary-Treasurer **William G. Siebert** (0.53%) and **Frances S. Richards** (25.1% as individual and 26.1% as executrix of estate of G. A. Richards).

DULUTH, Minn.—Lakehead Telecasters Inc. (WREX), VHF Ch. 6 (82-88 mc); ERP 55 kw visual, 30 kw aural; antenna height above average terrain 805 ft., above ground 598 ft. Estimated construction cost $354,500, first year operating cost $300,000, revenue $300,000. Post Office address: 700 Torrey Bldg., Duluth 2, Minn. Studio location: 3rd Ave. and Superior St. Transmitter location: 13th St. and Highland Ave. Geographic coordinates: 46° 47' 23" N. Lat., 92° 07' 09" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **William B. Fryberger** (5%), partner and 50% owner of Fryberger Bros. (mining), and secretary-treasurer of WREX; Vice President **Frank E. Mahon** (7%), president and 50% owner of Benson Electric Co. (electrical contractor), and vice president of WREX; Secretary **Arthur M. Clure** (3%), member of Duluth law firm of McCabe, Gruber, Clure, Donovan & Van Evera and 28% interest in law firm, and stockholder in WREX; Treasurer **Edward L. Gruber**, partner in McCabe, Gruber, Clure, Donovan & Van Evera and stockholder in WREX; **John C. Campbell Jr.** (10%), president and 38% stockholder of J. Campbell Co. (forest products), and director and stockholder of WREX; **Scott W. Erickson** (10%), president and 25% stockholder of Scott Erickson Teks Inc. (building materials), and director and stockholder of WREX; **H. B. Fryberger Jr.** (5%), director and 50% stockholder of Duluth & Superior Transit Co., and secretary-treasurer and 25% stockholder of WREX; **Rolando F. Gran** (5%), treasurer and 25% stockholder of W. R. Co. (theatre operation), Milwaukee, treasurer and 50% owner of Lake Park Outdoor Inc. (outdoor theatre operation), Milwaukee; **Jerome Sill** (19%), president and optionee to buy 25% of stock of WREX, secretary-treasurer and 25% stockholder of WMIL Milwaukee and was president and 50% stockholder of WRAC Racine, Wis., from 1949 to 1951.

(Continued on page 63)

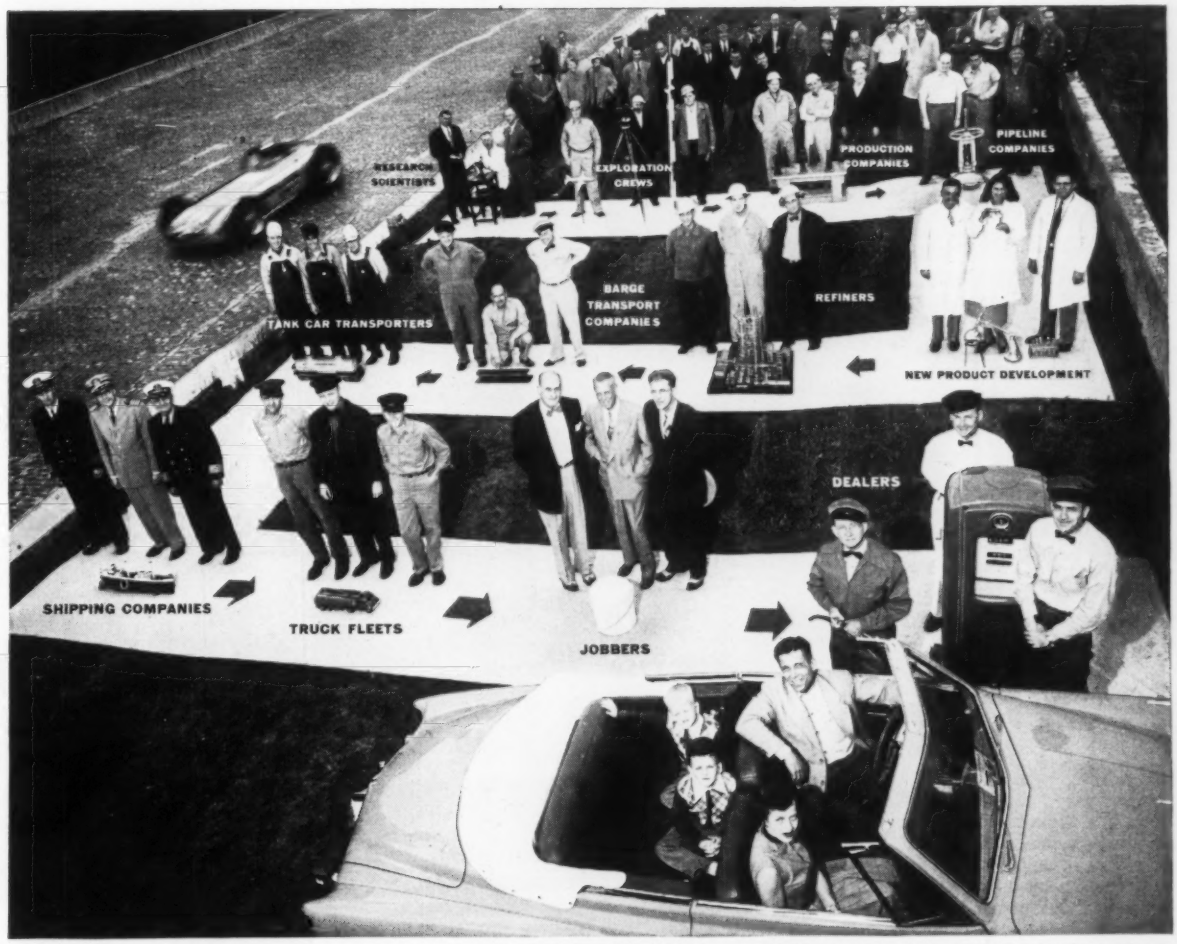
'SLO-MO SHO'

KING Gets Speedy Response

SPEEDBOAT fund drive in Seattle demonstrated July 1 that radio and TV can get speedy response, according to KING-AM-TV Seattle.

Project was to raise $50,000 to finance Stanley Sayres running of his Gold Cup winning speedboats, Slo-Mo-Shuns IV and V. Booster organization is Greater Seattle Inc. On only two days notice, the stations produced a simulcast called *KING Slo-Mo-Sho* to aid the fund. Show started at 8:45 p.m. with plans for a midnight finale but response was so great, the stations extended the simulcast. By 3:45 the next morning, 2,749 people had pledged $30,277.22, the stations note.

In the short period permitted for promotion and arrangements, Program Directors Lee Schulman, KING-TV and Hal Moan, KING (AM operation), lined up an unusual array of Pacific Northwest celebrities, entertainers and sports stars. Bill O'Mara, KING Broadcasting Co. sports director, was m.c. Responses were received from Vancouver, B. C., to San Francisco and contributions came from Chilicothe, Ohio; St. Louis and Ontario, stations report.



INDIANAPOLIS SPEEDWAY is used by oilmen to show 12 of the many steps it takes to fill your tank with today's high quality gasoline. Oilmen pictured above represent the thousands of oil companies competing to win more business by doing their jobs better, to serve you more efficiently.

Oilmen at Indianapolis Speedway Show What It Takes To Bring You 50% Better Gasoline At 1925 Prices

In a unique exhibit staged at the Indianapolis Speedway during 1952 trial heats for the 500-mile Classic, a group of oilmen showed some of the many steps necessary to provide you with 50% better gasoline at 1925 prices.

Before gasoline reaches the tank of your car, crude oil must be discovered, taken from the ground, refined, transported by tanker, pipeline, tank car or truck, and marketed by the jobbers and service stations in your home town.

Oil companies compete vigorously every step of the way for business. Competition is keen—the risks are high. But oilmen are willing to accept these risks as long as they have a chance to stay in business and earn a profit.

You benefit from this competition when you buy gasoline: 2 gallons now do the work 3 did in 1925. Yet this high quality gasoline is priced about the same—only the taxes are higher.

This is one more example of how competition among America's thousands of privat ly-managed oil businesses brings you and your neighbors the finest oil products at the lowest prices in the world.

Oil Industry Information Committee, AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

IN NORTH CAROLINA

Mr. H. F. Seawell, Republican Candidate for Governor of North Carolina, writes us:

"On investigation, I believe more people in North Carolina listen to WCKY than any local stations, especially between 9 PM and 12 midnight. I would like to buy spot announcements."

MR. ADVERTISER, IF YOU WANT THE AUDIENCE, NOT ONLY IN NORTH CAROLINA BUT IN ALL THE SOLID SOUTH

BUY WCKY

WCKY . . . ON THE AIR EVERYWHERE • TWENTY-

XUM

First in Listeners

IN CINCINNATI

Pulse surveys show WCKY's Daily Hit Parade, with a rating of 6.4, is the #1 local musical show in Cincinnati, with ratings higher than such network shows as Lowell Thomas, Beulah, The Lone Ranger, Three Star Extra, etc.

FOR CINCINNATI, PLUS THE SOUTH

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Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

NTY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

XUM

editorial

Heartbeat to Hamlet

WHATEVER the outcome of the political conventions and the elections, the radio-television ticket emerges the winner.

It was a two-fold victory that the broadcast media scored in Chicago's kick-off GOP convention last week. Barred from the pre-convention proceedings of the Credentials Committee on contested delegations, the mikes and cameras were welcomed after the convention got underway "to correct a major error." But the carpet wasn't rolled out until after stern protests from broadcast executives had descended upon the Taft leadership following the arbitrary lockout.

The results of this turnabout, it was generally conceded, will be lasting. Every proceeding to which the public is permitted (along with pencil and pad reporters) also will be thrown open to radio and television. It is bound to have a salutary effect, too, upon decisions of Senate and House, which at the session just closed, threw roadblocks in the path of the broadcast media.

There was a windfall for television too—one which dispelled the notion that television needs "blinding lights" to do its work. Practically the first order of business at Monday's convention opening was the taking of the official photograph. Overhead lights in the vast amphitheatre were dimmed. There was no loss in the quality of the pictures transmitted via the TV pool.

The second victory came in the scope, magnitude and excellence of the television and radio coverage. The extensive and expensive preparations paid off. All America (and a good chunk of the world) listened. And some 70 million Americans looked as they listened to the most ambitious telecasts in history.

Chicago's stockyards amphitheatre was probably the worst place in the land at which to appraise the proceedings. The significant developments were not necessarily on the rostrum or the convention floor. They were happening in caucus rooms, or in the downtown hotel headquarters of the candidates and their retinues. Radio and television brought those reports—spontaneously—to an eager public. That public was better informed than the newsmen at the ringside—because ringside was but one point of a multi-ringed show.

Even the crack correspondents of the nation's newspapers learned quickly that the broadcast coverage provided impeccable, omnipresent reporting. Many newsmen planted themselves in front of TV receivers installed in the numerous lounges of the amphitheatre. Or they were content to sit it out in their hotel rooms, reporting from the video screen.

Only during the peak periods were the rows of press seats, flanking the rostrum, fully occupied. Radio and television did the full-time and the "full text" job. They also provided the interpretation from the cream of the nation's newsmen and commentators, working for networks and for station groups or individual stations.

There were fluffs aplenty. But they were caught up fast. Practically nothing happened on time or as scheduled. But radio and television missed no deadlines. Press time was whenever the convention was in session, or whenever anything of news consequence developed.

No event in history has ever been covered as fully or as accurately. Every heartbeat reached every hamlet. There was no slanting or coloring. The convention spoke for itself—and was seen doing it.

Smattering of Wisdom

IT WAS wise of the FCC, which characteristically has not shown such wisdom on the subject, to delay the effective date of its rebroadcast rule while it studies opposition comment.

It would be wiser still if the Commission would not only postpone but discard this wholly inequitable rule, which in effect, would oblige a station to justify any refusal to let another station rebroadcast its programs, with the implied threat of FCC retaliation against the unconsenting station.

As reported here in recent weeks, some very persuasive comment has been filed with the FCC in opposition to the rule. It has been far more persuasive than favorable comment the FCC has received from Gordon Brown of WSAY Rochester, N. Y., and his sidekick, Rep. Harry R. Sheppard (D-Calif.), who apparently would like to see every program on the air put up for grabs by anybody.

What incentive would be left for any station or network to create programs when, under this proposal, it would be far easier to pickup and rebroadcast those originated by others? Is there no property right involved in a program which has taken money, time and talent to prepare?

So far CBS, NBC and NARTB have led the fight in opposition to the rule. It would be well for others to join these leaders in submitting vigorous arguments against the measure which, unless the FCC is caused to change its mind, is set to go into effect Aug. 30.

The Big Touch

THE FORD Foundation board of trustees, whose unique mission is to give away large sums of money, will consider this week a batch of requests which, if satisfied, would tax even so vast a repository as that of the world's richest philanthropy.

The educators want the Ford Foundation to put them in the television business, or rather not in "business," a sordid state, but in the never-never land of non-commercial television.

At its meeting in New York July 15-16, the foundation board will be under pressure so well organized that even the President of the United States has become a spokesman for the supplicants. We trust that the board will act with customary good sense and refuse to be swayed by the pressure.

Non-commercial educational television is something that not even the Ford Foundation could hope to underwrite on anything like a national scale. It is not only that stations cost a great deal to build. They must also be maintained. In the case of non-commercial, educational television, the large upkeep of operating stations will go on indefinitely with no hope of bringing any money in except through some form of philanthropy.

At most, the Ford Foundation could not undertake to finance the construction and year-after-year operation of more than a handful of educational stations, unless it were to discard all its other enterprises.

The foundation can, however, achieve the same ends of educational television by far more practical and indeed more effective means. Already it has made a start on such a program. Its Television-Radio Workshop, which distributes programs through commercial facilities, is now well off the ground.

Through an expansion of that kind of project, the foundation board of trustees, if interested in spreading culture and intelligence through television, could do the most at the least expense, reaching a maximum audience potential that could never be reached by a non-commercial system that will be piecemeal in its coverage at best.

our respects to:

KENNETH LELAND CARTER

DESPITE the conspicuous public service record of WAAM (TV) Baltimore, General Manager Kenneth Carter is not in the selling profession for his health. On the other hand he's in it because he once was harassed by a lack of health.

Anyone observing this new member of the NARTB Television Board in a group is likely to figure him as one of the healthiest looking executives in sight. Few realize that he once spent a tough year in his youth looking for a way to cure an unidentified illness.

Even eight months of rest at sea didn't do the job, so the young man decided to sign up with a health club in Baltimore. That was the turning point. Kenneth Carter belatedly discovered that two damaged teeth were causing the trouble—relics of a juvenile game in which he had successfully caught a baseball with his mouth. Soon he was feeling fine. Convinced that health was worthwhile, he decided to spread the message—at a profit.

After selling health club memberships for a while, he got into the management end of the business. Armed with an abundance of the product he was selling, plus the qualities that make good salesmen and businessmen, he soon was managing a chain of health clubs in large eastern cities.

That went on for some years, until he accepted a call from WITH Baltimore as a radio time salesman. After a year with WITH he moved to WBAL, Hearst-owned outlet. There he rose from salesman to local sales manager to national sales manager to general sales manager—and when WBAL added television he was made general sales manager of the combined operation.

In 1948 Mr. Carter resigned from WBAL. After special sales assignments at neighboring WMAR (TV), he joined WAAM as local sales manager. A year later he was moved up to general manager.

Kenneth Carter is a native Baltimorean, born there in 1905 and educated in its public schools. About the time he was winding up his high school education he had an attack of "itchy feet" and headed westward. First stop was Hollywood, where he lived with relatives, acquired some more schooling and finally ended up in pictures.

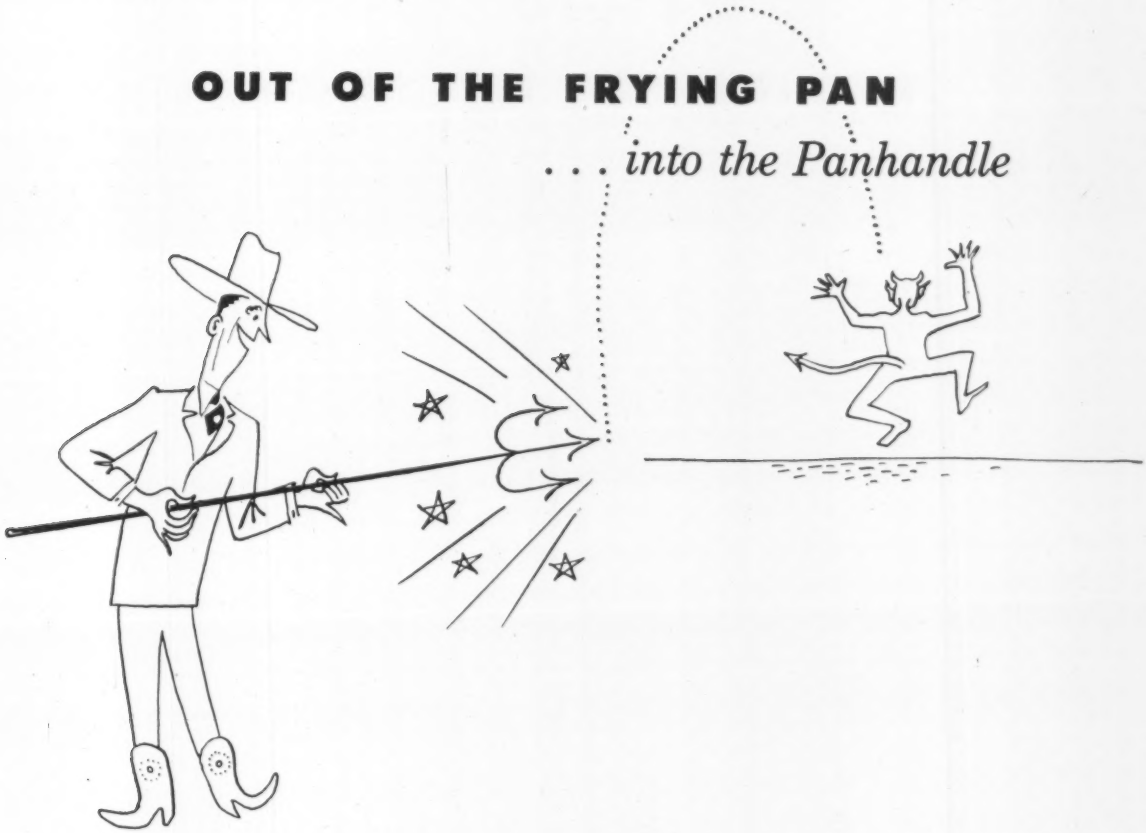
His screen career, he says, was uneventful. "Frankly, I was a ham and egger," he contends in referring to his silent picture assignments at Universal. He had some small roles in films starring the screen's famous lover

(Continued on page 61)

XUM

OUT OF THE FRYING PAN

. . . *into the Panhandle*



A Nineteenth Century booster, writing to a New England friend, described some of the Texas Panhandle's paradoxes. "Ranch houses are ten miles from the front gate. We have more cows and less milk, more preachers and less religion, more climate and less rain, more rivers and less water, more hot days and more cold nights, than any place in the world. We also have some characters who ought to be roped and hung. All we need is more water and a better class of people."

The friend replied, "That's all hell needs."

* * *

We're happy to report progress on practically all counts. Justice, no longer dispensed with a rope, flourishes in a flourishing countryside. Amarillo, scene of the world's largest cattle auctions (1951 volume in excess of $53 million), is surrounded by oil fields, wheatlands, cattle ranches and prospering farms. The days are still hot, the nights are still cold, but there's no better class of people anywhere.

With the highest retail sales in the Nation ($1728 per capita, $5490 per family—*Sales Management*), Amarillo owes much to its vast trading area. Shopping center for two million persons in 78 counties, Amarillo is also the home of KGNC, the one (and only) ad medium which covers the entire trade territory.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

front office

LAMBERT B. BEEUWKES to WLAW Lawrence, Boston, as general manager. Mr. Beeuwkes resigned as manager WHEE (now WBMS) Boston last May [B•T, May 12].

HAROLD W. (Dutch) CASSILL, in New York State radio for 12 years, to KIOA Des Moines as general manager.

KENNETH F. SMALL, executive vice president Newman, Lynde Assoc., Jacksonville, Fla., to WPDQ same city, as assistant general manager.

Mr. Beeuwkes

Mr. Small

Mr. Cassill

KENNETH GREENBERG promoted to chief, audio-visual division, American Red Cross, Washington, with responsibility for ARC radio and TV, among other duties.

BEN McLAUGHLIN, commercial manager, WICU (TV) Erie, Pa., named acting general manager succeeding Herb Stewart, general manager, who resigns July 15.

JERRY TOLAND, business and commercial manager, KWTW Hutchinson, Kan., to advertising staff, KVOR Colorado Springs, Col.

VERN HEEREN, TV spot traffic supervisor, named sales service manager, new post in NBC Chicago TV Spot Sales.

HAL DAVIS, program director, KING Seattle, to KGAE Salem, Ore., as general manager.

be..R-W*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP
● AUDIENCES ● MARKETS
● PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.
WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.
WNR (b) 1000 W. BECKLEY, W. VA. 620 KC.

JOE RAHALL, PRESIDENT

National Representatives
(a) WEED & COMPANY ● (b) THE WALKER COMPANY

RAHALL STATIONS

WILLIAM PERKINSON, Ziv Television Programs Inc., to Chicago office CBS Television Film Sales as account executive.

O. L. TAYLOR Co. appointed exclusive national sales representative by WCAN (formerly WMAW) Milwaukee.

ELMER G. SULZER, U. of Kentucky radio head, to Indiana U. as director of radio and television, managing WFIU (FM) Bloomington and in charge of all IU radio-TV programs.

RICHARD O'LEARY, account executive, KTTV (TV) Hollywood, to KHJ-TV, that city, in similar capacity.

MARJORIE ROGERS, women's program director KPMO Pomona, Calif., to KOCS and KEDO-FM Ontario, Calif., as manager.

HAL LEWIS appointed sales and promotion manager for KHON Honolulu. BUCK BUCKWACH named to handle station promotion.

Personals . . .

JOHN S. HAYES, general manager, WTOP Inc., Washington, named chairman of business unit for D.C. 1953 joint Community Chest Federation and United Defense Fund campaign . . . SI GOLDMAN, general manager, WJTN Jamestown, N.Y. appointed vice chairman of local Community Chest . . . LOUNSBURY D. (Biff) BATES, CBS-TV legal staff, elected international president of Alpha Delta Phi fraternity.

L. A. RADIO, TV COOPERATE

In Covering Attempt to Swim Catalina Channel

PUBLIC-SPIRITED cooperation between highly-competitive radio and television in Los Angeles was displayed in joint coverage of the attempt by Florence Chadwick to swim the 21-miles-wide Catalina Channel.

Originally planned as a KFWB special events remote by Harry Maizlish, president and general manager, who sponsored the 32-year-old distance swimmer, he invited KFOX Long Beach and KFMB San Diego to participate in radio coverage by a pool arrangement.

KNBH (TV) Hollywood also was asked to participate with Don Norman, general manager, accepting, and arranging with NBC-TV New York for two brief pickups on NBC-TV's *Today*.

After the first cut-in, approximately 55 NBC-TV affiliates requested more. NBC-TV then carried two more half-hour segments of the KNBH remote, including the finale when the exhausted swimmer was pulled from the choppy seas two miles from the mainland finish line after 17 hours.

With Joe Yocum, Larry Finley and Ted Benton of KFWB and Bob Lamb of KFOX at the mike aboard the yacht *Veralee II*, radio remote pickup was transmitted to Radio Central in Los Angeles and fed to KFWB, KFOX and KFMB on a constant schedule. KBIG Avalon, Calif., on Catalina Island, also carried a five-minute resume every hour, independent of the pool, from the station's yacht.

KNBH used a landing barge as base of operations, with announcers Paul Pierce and Jack McElroy working the entire 17 hours. At cameras were Allen Farnum, Armand Poitras, Stan Chlebek and Gorman Erickson. Jim Merrill, technician, manned the microwave relay transmitter atop the pilot house.

Credited with success of the running telecst were Ralph Clements, engineer-in-charge aboard the landing craft; Stan Saueressig, technical director aboard the barge; Jack Murrell, engineer directing operations; Robert (Doc) Livingston, KNBH director, and A. V. (Bud) Cole, station program director. Audio engineer was Lloyd Jones and general technician, Bob Pohle.

CURL NAMED

WOV Sales Head

NEW sales manager of WOV New York is Joseph N. Curl, who succeeds Herbert Schorr, resigned to become part-owner of WFEC Miami, Fla.

General Manager Ralph N. Weil announced Mr. Curl's appointment last week, noting the new sales manager started his career with the WOV sales staff after wartime Army service. He is a graduate of Manhattan College.

Mr. Curl rose to senior salesman with the station and after four years became an account executive with Crosley Broadcasting Co. in New York. He left Crosley after two years and joined ABC's TV spot sales division as account executive.

What the well-dressed reputation-robber is wearing!

The interests which are slandering the trucking industry these days are no fools. Because of their record they know that if they sent you, under their own names, the diatribes they've been feeding the press in recent months, your waste-baskets would be bulging. So, they put on false-faces.

The false-faces did not fool a Senate Committee on Interstate Commerce. Here's what a report on these tactics, exposed in an earlier Senate investigation, said:

"Railroads and railroad associations have spent large sums in lobbying for anti-truck legislation. Seldom revealing their true role, they have worked 'under cover' behind the fronts of taxpayers' groups, transportation associations, safety councils, and other organized groups. Among the measures thus secretly sponsored have been laws increasing taxes on trucks, limiting the size and weight of trucks and trailers, and tightening insurance and license requirements.

"... Material furnished free to newspapers and supposedly coming from a disinterested source gave wide publicity to the railroads' point of view. Research studies presented as the work of impartial engineers or taxpayers' groups, but actually financed by the railroads, purported to show the damage done to highways by trucks and the inadequacy of taxation on trucks."

Yes, the Masked Marvels are still out to smear trucks. They're out to put the trucking industry "in short pants" by shrinking trucks to short haul business. They want you to forget how vital trucks have become in our free economy to manufacturers, wholesalers, retailers and the buying public. Such considerations don't count with the masked men!

All they are interested in is the glittering prize—*To restore the complete monopoly of inter-city freight, at their own terms, such as they had 25 years ago.*

Will you help the False-Face Gang turn back the clock to the twenties? Can you overlook the vast contribution to our standard of living that the trucking industry has made since then—the faster, more flexible service that trucks make possible? Will the people in your community who depend on trucks to stay in business agree with you?

Most of their material is remarkably well disguised; it has fooled a lot of smart people. Next time you get a handout on trucks, consider the source carefully. Are you *sure* you recognize it? Or can you detect the Masked Marvels at work?

Every piece of material we release to you is clearly identified with our own name. We need no mask. We're out to serve America, not drive anyone out of business! And any time you ask us—or any one of our 51 member associations near you—for information about motor carrier service, we'll be glad to accommodate you. You'll find the straight goods we give out a welcome change from the Masked Marvels' hate campaign!

JOHN V. LAWRENCE, *Managing Director*
American Trucking Associations

AMERICAN TRUCKING ASSNS. INC.

American Trucking Industry

American Trucking Associations, Washington 6, D. C.

Listening to an early-day crystal set during WFAA anniversary are (l to r): Martin B. Campbell, supervisor of radio and television for Dallas Morning News, *station's owner; Mr. Keese, WFAA manager; E. M. (Ted) Dealey, president of the* News, *and James M. Moroney, vice president of the* News *for broadcast services.*

* * *

Riley Joins NARTB

FRANCES E. RILEY, publicity and promotion director of Walter Schwimmer Productions, Chicago, joins NARTB July 30 as special assistant in the Public Affairs Dept. She will succeed Mrs. Jo Whittenburg, who will resign at that time.

ALLIED Radio Corp., Chicago, has begun construction of a distribution, office and warehouse building covering a square block on the city's West Side. Site is costing more than $2 million in rent for 15 years. Completed structure will have 147,000 sq. ft., with 8,000 ft. of sales space.

When a Robin Starts to Crow

. . . that's news! But then any wise bird will tell you that KFYR—located in the heart of the rich Midwest farm belt—is a PLUS value buy. Last year's cash farm income in North Dakota averaged over $10,000 per farm family. KFYR, on your media list, mean increased sale in this rich, rural market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

WFAA DALLAS

Observes 30th Birthday

DISPENSING with all other ceremonies in favor of a week-long open house, WFAA Dallas observed its 30th anniversary with a "Radio Fair," which attracted 30,320 visitors to station studios, according to Alex Keese, WFAA manager.

Elaborate preparation of WFAA's penthouse studios on the 10th floor of the Santa Fe second unit building at 1122 Jackson St. included displays of sponsors' products, pictures of radio stars and historical exhibits. Visitors entered the studio through a decorated "sky bridge" from the government building, where elevator facilities were made available by Col. Karl Wallace, head of the Dallas regional General Services Administration office.

All network, local and national spot sponsors contributed an estimated $5,000 in advertised articles which were distributed in "jackpots" of three daily drawings as door prizes. A candid camera contest distributed cash awards. Entertainment was presented daily from 5:30 a.m. to 10 p.m., with audiences present at all broadcasts and station stars on hand to autograph picture post cards. Some 20 of WFAA's earliest entertainers also performed. Oscilloscope and tape recording demonstrations were made.

Displays featured WFAA's 22-year-old *Early Birds* show, seven-year-old *Texaco Star Reporter* and the eight-year-old *Saturday Night Shindig;* WFAA newscasts, Radio Farm Director Murray Cox, entertainers Joe Reichman, Reuben Bradford, Ed Hogan and John Allen, and Woman's Editor Dorothy Bell.

On-the-air promotion started about three weeks in advance and editorial and ad campaigns in the *Dallas Morning News,* station's newspaper owner, heralded the event. WFAA is a 50 kw NBC and Texas Quality Network affiliate part of the day on 820 kc and a 5 kw ABC affiliate the rest of the day on 570 kc, alternating with WBAP Fort Worth.

air-casters

CHARLES F. HARRISON JR. named news editor of WFIL-AM-TV Phila. He was formerly with WING Dayton, WIZE Springfield, and WCOL Columbus, all Ohio.

NORMAN EVANS, WGMS-AM-FM Washington announcer, named station production director.

ROBERT E. SMITH named chief announcer at KVOR Colorado Springs, Col. KEITH ROPER, KNEB Scottsbluff, Neb., to announcing staff KVOR.

HARRY GIANARIS named director of news and sports, WSCS Charleston, S. C., replacing ROBERT TRUERE, resigned.

BOB MARTIN, WBBM Chicago, operations director and assistant program director, has resigned.

ED KAUFMAN joins WHBC Canton, Ohio, news staff. He was with WPAY Portsmouth, Ohio, and WINN Louisville, Ky.

JOY RUSSELL-SMITH, story editor KNXT (TV) Hollywood, shifts to CBS that city as head of newly created literary and program clearance department.

DICK ROSS, KIRO Seattle, to KING-TV, that city, as local news editor.

JAMEE JAMET, traffic manager KTTV (TV) Hollywood, named assistant director of facilities. She is succeeded by HARRIET HALL, of traffic department.

ISABELLE MITCHELL, secretary to PAT KELLY, program manager KFI Hollywood, promoted to traffic director.

ED CHANDLER, free lance announcer, to KFI Los Angeles as summer relief.

ROBERT MEHRMAN joins WTAO Cambridge, Mass., as announcer-m.c.

CPL. BILL WOLFF, formerly program director WKNK Muskegon, Mich., now with American Forces Network in Germany.

MARSHA ADAMS added to staff of *In the Kitchen with Mary Landis,* WBAL-TV Baltimore cooking program.

WILL JONES, photographer WSYR-AM-TV, resigns to join Army.

JOHN ADEMY, WCAO Baltimore newscaster, named vice president in charge of public relations for Northwood Optimist Club, Baltimore.

VIC PIANO, promotion manager WSB-AM-TV Atlanta, father of girl, Vivien Celeste.

DICK COLEMAN, WCBM Baltimore disc jockey and ELAINE GREGLOIT, station's assistant music librarian, to be married October 4.

PARLEY BAER, who portrays Charlie Proudfoot on CBS Radio *Gunsmoke,* father of girl, Kathleen, June 29.

GAIL DAVIS, star of *Annie Oakley* TV film series, has completed feminine lead in Columbia Pictures featur film, "Winning of the West."

MAY LOU HARRINGTON, who portrays Joan on NBC Radio *One Man's Family,* and Richard Schacht, USAF, will be married in fall.

NINA BARA, who portrays Tonga on ABC-radio-TV *Space Patrol,* and BOB SHELDON, assistant director and floor manager KECA-TV Hollywood, were married July 10.

ALEXANDER SIELCKEN, program assistant on the *Barbara Welles* shows on WOR and WOR-TV New York, has become engaged to SHERWOOD GEORGE CHAPIN WALTERS, economic instructor at Lehigh U.

LEE HOGAN, star of KNBH (TV) Hollywood *Lee Hogan Presents,* married Dr. Alonzo Cass, June 27.

BOB FAIRBANKS, chief apprentice, KCBS San Francisco, named promotion writer.

Bernstein Elected

FRED L. BERNSTEIN, station manager of WTTM Trenton, was elected president of the Advertising Club of Trenton last Tuesday a meeting in the Hotel Hildebrecht. Mr. Bernstein appointed Fred Walker, director of public affairs at WTTM, as publicity director for the club.

Each School limited to 12 for personal attention

Improve Your Selling!

RADIO SALES TRAINING SCHOOLS

for *salesmen*

Columbus, Ohio—Deshler-Wallick Hotel

July 14-15-16 and August 14-15-16

RADIO SALES TRAINING SCHOOL

for *managers* only

Cincinnati, Ohio—Sheraton-Gibson Hotel

July 23-24-25

"There is nothing wrong with radio that good salesmen can't cure"

Write or wire for information and reservations

THE *Fred A. Palmer* CO.

WORTHINGTON, OHIO

Telephone Worthington 2-7346

WLOF RETRACTS

Statement Found In Error

WLOF Orlando, Fla., has retracted one of a series of statements made last Feb. 24 during a one-day feud with Orlando Daily Newspapers [B•T, March 3].

The incident occurred when the late J. Allen Brown, as WLOF executive vice president and general manager, instigated a series of 30 announcements replying to a full-page ad in the Orlando *Sunday Sentinel-Star*. The ad, titled "Why Scatter Your Shot?" included the statement, "Nobody can listen to all four radio stations at one time," concluding with a sketch showing an entire family draped around sections of a newspaper.

Donn R. Colee, WLOF acting manager, informed BROADCASTING • TELECASTING July 5 that WLOF desired to retract this statement which it claimed to have made in the series of announcements replying to the advertisement:

These are the same four radio stations that give complete cooperation and promotion in behalf of Orlando's Community Chest campaign. This is one charity drive that suffers each year from lack of complete newspaper promotion.

Mr. Colee wrote: "We have had the opportunity to personally examine the promotion given to the Orlando Community Chest campaign for the year 1951, by the Orlando Daily Newspapers who publish the Orlando *Morning Sentinel* and the Orlando *Evening Star*, and find that the statement above is in error."

Mr. Brown was fatally injured April 19 in an automobile accident.

Campaign Post

ARTHUR E. GERBEL Jr., assistant general manager, KJR Seattle, is managing the campaign of Washington's Gov. Arthur B. Langlie (R) for re-election. Mr. Gerbel began a five-month leave of absence from the ABC-affiliated station July 1 to accept the political assignment.

Cheap Electric Power is Bringing New Industry to Western Montana

and

The Art Mosby Stations

You Know KGVO • KANA

Missoula 5 kw Day & Nite

Anaconda Butte 250 Watts

MONTANA

THE TREASURE STATE OF THE 48

Between Glacier and Yellowstone Parks in the Heart of the Dude Ranch Country

Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.

JOHN D. HUGHES (l), Indianapolis attorney, presents a U. S. Navy citation "for outstanding public service" on the part of WIBC Indianapolis to Richard M. Fairbanks, WIBC president-general manager. Station aired the ceremony.

NEW COPYRIGHT

Author's Okay Is Needed

BROADCASTERS will have to get an author's permission to air a non-dramatic, literary work, according to a Copyright Law amendment passed by Congress July 4, after differences were ironed out in Senate-House conference [B•T, June 23, March 31, 24]. The bill (HR 3589) was awaiting the President's signature last week.

Only significant change from the original bill is the establishment of a maximum $100 fine for unwittingly infringing on the copyright. The bill originally carried a minimum $250 penalty for infringement. Willful infringement of a copyright carries a fine of $1,000 and/or a year in jail. Civil damages up to $5,000 are also allowed.

Effective date of the act was made Jan. 1, 1953. This permits phonograph and transcription makers to use master pressings made before enactment of the legislation.

JOHN ZINSELMEIER

Was WLW Executive

JOHN ZINSELMEIER, 48, WLW Cincinnati merchandising director, died July 2 at his home there. Beginning as drug merchandising director with WLW in 1944, he was named specialty sales manager in 1946 and merchandising director in 1948.

Mr. Zinselmeier

His previous affiliations had been with Procter & Gamble Co., Ohio Butterine Co. and the drug division of Stanco, a division of the Standard Oil Co. A native Cincinnatian, he belonged to the Cuvier Press Club, Ohio Valley Drug Assn., Indiana Travelers Assn., Ohio Drug Travelers Assn., Assn. of Mfrs. Representatives and Kentucky Travelers Assn.

Our Respects To

(Continued from page 56)

of the '20s, Rudolf Valentino.

When the itch left, he returned to Baltimore and that's when he started to worry about his health.

As a TV executive, Kenneth Carter has very definite ideas about public service programs. WAAM is described as the first local TV station given the George Foster Peabody award, the citation being based on the *Johns Hopkins Science Review*, now one of the top public service features of the visual medium.

He has contended that viewers in a multi-channel TV city deserve the widest possible choice of programming—hence the WAAM rule that the station will not take part in any local political telecast or special events feature slated to be carried on all three video outlets simultaneously. While WAAM has a long array of public service awards, Mr. Carter has always felt that public service can be achieved without sacrificing revenue and he has both citations and balance sheets to prove it can be done.

On his desk is a motto, "We Can Do It," and the WAAM operation follows this thesis. Department heads are given plenty of authority to do their jobs and the spirit of teamwork extends from President Ben Cohen and Executive Vice President Norman Kal right through the organization.

WAAM pioneered the program advisory council movement in television, assembling a board of outstanding Baltimore leaders. The station supports and organizes the Regional Television Seminar, in which over 25 universities have been represented. These seminars provide a meeting-time for college students and commercial telecasters.

Mr. Carter's sports background remains a strong influence. He has been a professional handball player and has appeared with outstanding players. He loves baseball but he loves fishing even more, especially "chumming" for rockfish on the Chesapeake.

Mrs. Carter is the former Ada Allen, described by her husband as "just a farm girl from Severn, Md." This is the understatement of the year, as one glance at her flashing eyes will demonstrate. They have been married 17 years.

Active in Civic Affairs

In Baltimore Mr. Carter is active in many civic movements. He is a member of Baltimore Assn. of Commerce; Ad Club; Baltimore Press Club; Academy of Radio & Television Arts & Sciences; Baltimore Country Club; 32nd degree Mason; Shriner; Grand Jurors Assn. of Baltimore (he served a four-month turn in 1950 as assistant foreman). He is one of the few members of the University Club without a college degree. He is a member of the board of the National Conference of Christians and Jews.

RADIO REACHES PEOPLE...
WSIX
WSIX DELIVERS
THE
* NASHVILLE
MARKET
* 53 BMB Counties in Middle Tennessee and Southern Kentucky can be COVERED by WSIX ALONE! Sell this Rich, Productive Market . . .
WSIX—Celebrating a Quarter Century of Service!
Better Buy
WSIX
The Voice of Tennessee's Capital City
NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

RADIO BEST

BAB Tells Tire Dealers

"SELLING tires is a job for words—not pictures! Radio is the best medium to use for a word story."

This is one of nine reasons presented in a new Broadcast Advertising Bureau brochure seeking to persuade tire dealers and manufacturers to use radio for advertising.

Titled "The Effective Way to Sell the Replacement Tire Market," the 15-page booklet sets forth facts, figures and charts as another "why radio advertising" presentation by BAB for specific advertisers.

Other points: "92% of tires and tubes are bought by men—radio reaches men better, more economically than other advertising." "The replacement tire market is composed of all sorts of families—everywhere. Only radio reaches them all."

The BAB presentation notes that this year at least 45 million tires will be sold as replacements.

Mrs. Pauline Cleaver

MRS. PAULINE CLEAVER, 72, who conducted a weekly radio program over WEAF New York (now WNBC) several years ago, died July 5 in Plainfield, N. J. She also was the author of a book, *Make a Job for Yourself*, and at one time wrote a syndicated column for 30 newspapers.

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

WSYR-AM-FM-TV
The Only Complete Broadcast Institution in Central New York

allied arts

EDWIN B. HINCK, manager of electronics parts sales at Allen B. DuMont Labs., named head of the newly-formed Replacement Sales Dept., which will handle sale of all TV replacement parts and picture tubes.

GERALD E. NISTAL appointed advertising and sales promotion manager for Government & Industrial Div., Philco Corp. Mr. Nistal previously was with the Radiomarine Corp. of America, and Lear Inc., as advertising-public relations manager.

ROBERT S. KELLER Inc. named sales promotion representative by WAKE Greenville, S. C.

MICHAEL D'ERICE, newspaperman, selected to be manager of advertising and publicity in the U. S. and in Canada for the trade magazines, *Radiom nia Y Television*, published in Cuba, and the *Radio-TV Selecciones*, published in Mexico.

GRIMWOOD FIRM

Continues With Same Name

ALTHOUGH Fred O. Grimwood died last April, his engineering consultant firm will continue in St. Louis under the name of Fred O. Grimwood & Co., it was announced last week. His widow, Mrs. S. C. Grimwood, has been elected president of the firm.

The St. Louis office of the company was supervised by Ralph J. Bitzer prior to Mr. Grimwood's death. Mr. Bitzer has made an arrangement with the estate to purchase into the corporation and to carry on the business himself.

For the Birds

IT WAS pigeon against man at WJJL Niagara Falls, N.Y., transmitter when a visiting bird tried homing at the expense of Chief Engineer Gus Czaplak. Station's programming originates from the transmitter on Sunday from 7 p.m. until sign off. The pigeon played hob during a 15-minute transcribed show on the turntable. The bird perched on the table's playing arm and, when the engineer grabbed it the arm jumped a few grooves. Again as Mr. Czaplak was about to turn the recorder switch after fading the show for the taped sign-off, Mr. Pigeon flew on the feed reel fouling up the tape. WJJL was off the air two and a half minutes. Friend pigeon became a guest of the SPCA.

Equipment . . .

GALVANIC PRODUCTS Corp., New York City, has completed a new plant at Valley Stream, Long Island. New building contains all equipment required for manufacturing selenium rectifiers, complete rectifier equipment and allied electronic components.

POLARAD ELECTRONICS Corp., 100 Metropolitan Ave., Brooklyn, announces Model MSG-4, first in series of microwave signal generators.

RCA VICTOR has published Volume III of the RCA Television Pict-O-Guide, illustrated guide to solution of everyday television service problems by screen-image analysis. New volume is available to TV service dealers and technicians as a bonus with each order for 75 RCA receiving tubes or three RCA kinescopes placed with RCA tube and parts distributors. Volumes I and II are available on the same basis, as alternatives to Volume III during the bonus period, which ends Aug. 31.

ALLEN BUCKLEY, director KECA-TV Los Angeles *You Asked for It* for Oxarart & Steffner Inc., Hollywood program packager-producer, joins Frank E. Mullen & Assoc., Beverly Hills radio-TV consultants, in public relations capacity.

M. D. SCHUSTER, national sales manager Hoffman Radio Corp., Los Angeles, promoted to general sales manager. He is succeeded by WALTER L. STICKEL, formerly with DuMont, New York, in similar capacity.

WILLIAM R. KEARNEY, until July 1 a secretary to Rep. W. W. Blackney (R-Mich.), joins law firm of Harry J. Daly, Washington.

ED SCOTT, WBBM Chicago announcer, father of girl, June 9.

DALE MARR, head of news staff, WKMH Dearborn, Mich., to WJR Detroit as newscaster.

ROBERT GLADSTONE, WHLI Hempstead, L. I., announcer, father of boy, David Stuart, June 19.

PULSE SURVEY

Auto Listening Noted

SOME 907,960 persons in metropolitan New York and 842,750 persons in the Los Angeles area listen to the radio while going to work, a special Pulse survey revealed last week.

The survey, exploring "going-to-work" habits, was conducted last May. It found that in Los Angeles, 46.1% listen to the radio en route to work while in New York, 18.6% are radio listeners.

The lower proportion of New York radio listeners among people going to work as compared with Los Angeles, Pulse reported, is due to the method of transportation. In metropolitan New York, most people use public transportation—67% go to work by subway, bus, street car or commuter trains—while only 26% travel by automobile. In Los Angeles, 74% use automobiles to get to work while only 20% use public transportation.

The survey found that in Los Angeles only 6.6% (120,650 persons) read newspapers while going to work. In New York, 48.1% (2,348,000 persons) read newspapers en route to work.

The findings prompted the following comment from Pulse Director Sydney Roslow: "Newspaper circulation figures take account of papers that are bought and read by people en route to their jobs. On the other hand, ratings based on at-home listening miss the vast audience that listens en route to their jobs. This is just one more example of how radio is penalized by failure to take the out-of-home audience into account."

KFIR Affiliates

ADDITION of KFIR North Bend, Ore., to the CBS Radio Network as a bonus station to the Pacific Coast Group was announced last week by William A. Schudt Jr., CBS Radio's national director of station relations. Total number of CBS Radio affiliates is now 209. KFIR operates with 250 w on 1340 kc and is owned and operated by the Bay Broadcasting Co. Glenn E. Nickell is general manager.

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Television Applications Filed at FCC

(Continued from page 52)

† **MINNEAPOLIS and ST. PAUL, Minn.—Upper Midwest Television Co.,** VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 512 ft., above ground 474 ft. Estimated construction cost $566,340, first year operating cost $678,880, revenue $797,534. Post Office address: 425 Portland Ave. Minneapolis, Minn. Studio and transmitter location on eastern outskirts of Minneapolis a few feet off State Trunk Highway #36. Geographic coordinates: 45° 00' 37" N. Lat. 93° 12' 23" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. **Cowles Bcstg. Co.** controls applicant through ownership of 72% of stock; largest other stockholder owns 3%. Cowles Bcstg. Co. is licensee of KRNT Des Moines, Iowa, and WNAX Yankton, S. D. The **Register & Tribune Co.,** Des Moines, Iowa, owns 100% of Cowles Bcstg. Co. Principals of Upper Midwest Television Co. include President **John Cowles,** who is chairman of the board and vice president of Cowles Bcstg. Co. and the Register & Tribune Co.; Vice President **Stanley Hawks,** who is vice president, secretary and assistant treasurer of Minneapolis Star & Tribune Co., Minneapolis; Vice President **Laurence Gould,** who is president of Carleton College, Northfield, Minn. liberal arts college; Secretary-Treasurer **Harold E. Wood,** who is president and treasurer of Harold E. Wood & Co. (underwriters, participating distributors and dealers in municipal, foreign, railroad, public utility and industrial stocks and bonds), and Vice President **Gideon D. Seymour,** who is vice president and executive editor of Minneapolis Star & Tribune Co.

COLUMBIA, Mo.—U. of Missouri, VHF Ch. 8 (180-186 mc); ERP 204.2 kw visual, 102.3 kw aural; antenna height above average terrain 796 ft., above ground 774 ft. Estimated construction cost $1,006,880, first year operating cost $237,100, revenue $150,000. Post Office address: Leslie Cowan, Secretary, U. of Missouri, Columbia. Studio location on campus. Transmitter location: South Farm 6 mi. SE of Columbia. Geographic coordinates: 38° 53' 14" N. Lat., 92° 15' 43" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant plans commercial station but will also air educational programs. Board of curators of university includes **Lester E. Cox,** 49% owner KWTO Springfield, Mo., 12.5% owner KOAM Pittsburg, Kan., and 49.5% owner KCMO Kansas City. Grand total assets and liabilities of university are $45.6 million.

† **MISSOULA, Mont. — Mosby's Inc. (KGVO),** VHF Ch. 13 (210-216 mc); ERP 12.5 kw visual, 6.24 kw aural; antenna height above average terrain 2,317 ft., above ground 122 ft. Estimated construction cost $117,800, first year operating cost $45,000, revenue $61,880. Post Office address: 127 East Main St., Missoula. Studio location: 127 East Main. Transmitter location: 4 mi SE of Missoula on Pattee Peak. Geographic coordinates: 46° 48' 30" N. Lat., 113° 58' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Warren M. Mallory, Laramie, Wyo. Principals include President **A. J. Mosby** (99.36%), also licensee of KANA Anaconda; Vice President **Ruth G. Mosby** (0.54%), housewife, and Secretary-Treasurer **Marion E. Dixon** (0.05%), program director of KGVO.

† **ITHACA, N. Y.—Cornell U. (WHCU),** UHF Ch. 20 (506-512 mc); ERP 209 kw visual, 109.5 kw aural; antenna height above average terrain 1,221 ft., above ground 440 ft. Estimated construction cost $335,500, first year operating cost $150,000, revenue $120,000. Post Office address: Michael R. Hanna, WHCU, Savings Bank Bldg., Ithaca. Studio location: Savings Bank Bldg. Transmitter location: Connecticut Hill, Newfield, N. Y. Geographic coordinates: 42° 23' 13" N. Lat., 76° 40' 10" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Howard G. Smith. Some educational programs planned. Applicant has operated WHCU since 1921. Michael Hanna is general manager.

SCHENECTADY, N. Y.—Champlain Valley Bcstg. Corp., UHF Ch. 35 (596-602 mc); ERP 26.8 kw visual, 12.2 kw aural; antenna height above average terrain 818 ft., above ground 103 ft. Estimated construction cost $121,582, first year operating cost $235,000, revenue $262,000. Post Office address: 444 Broadway, Albany, N.Y. Studio location to be determined. Transmitter location: near New Salem, 500 ft. south of WRGB (TV). Geographic coordinates: 42° 38' 05" N. Lat., 73° 59' 45" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer William L. Foss Inc., Washington. Applicant is licensee of WXKW Albany, N. Y. Principals include President and Treasurer **Stephen R. Rintoul** (54%), Vice President **Edward S. Rooney** (8%), Vice President **Trell W. Yocum** (6%), **Helen W. Yocum** (6%), and Secretary **Mary E. Carr** (1%).

† **LIMA, Ohio — Northwestern Ohio Bcstg. Corp. (WIMA),** UHF Ch. 35 (596-602 mc); ERP 101 kw visual, 60.8 kw aural; antenna height above average terrain 331 ft., above ground 344 ft. Estimated construction cost $227,564, first year operating cost $180,000, revenue $220,000. Post Office address: 223 North Main St., Lima, Ohio. Studio and transmitter location: 121 West High St. Geographic coordinates: 40° 44' 28" N. Lat. 84° 06' 25" W. Long. Transmitter DuMont, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer George C. Davis, Washington. Principals include President **George E. Hamilton** (50%), Vice President **Robert W. Mack** (42.7%) and **F. E. Mack** (7.3%).

MANSFIELD, Ohio—Fergum Theatres Inc., UHF Ch. 36 (602-608 mc); ERP 17 kw visual, 8.5 kw aural; antenna height above average terrain 700 ft., above ground 542 ft. Estimated construction cost $236,360, first year operating cost $200,000, revenue $180,000. Post Office address: Madison Theatre, Mansfield, Ohio. Studio location to be determined. Transmitter location on Alta Vista Road (No. 147), 4 mi. SW of Mansfield. Geographic coordinates: 40° 41' 11" N. Lat., 82° 35' 59" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **William N. Skirball** (40%), 50% owner of Skirball Bros. (theatre management), Cleveland, and 25% to 50% interest in various other theatre and retail candy companies; Vice President **Jack H. Skirball** (40%), independent motion picture producer, Hollywood; **Grace Skirball** (6%), retired; **Mildred Skirball** (6%), retired; **Rose Skirball** (6%), retired, and Secretary-Treasurer **Joseph Lisauer,** general manager of Fergum Theatres Inc., Mansfield, and Skirball Bros., Cleveland.

MANSFIELD, Ohio—Mansfield Journal Co., UHF Ch. 36 (602-608 mc); ERP 94 kw visual, 47 kw aural; antenna height above average terrain 517 ft., above ground 434 ft. Estimated

(Continued on page 64)

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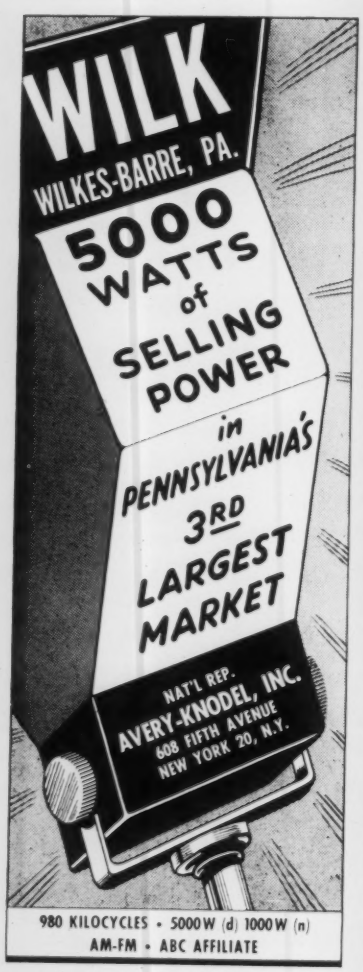
Television Applications Filed at FCC

(Continued from page 63)

construction cost $350,300, first year operating cost $295,000, revenue $315,000. Post Office address: 70 West Fourth St., Mansfield, Ohio. Studio and transmitter location on Park Ave., 3.5 mi. West of Mansfield. Geographic coordinates: 40° 45' 30" N. Lat., 82° 35' 03" W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principal stockholder is **I. Horvitz** (99.6%), president, treasurer and 99.6% owner of Mansfield Journal Co., Mansfield, president, treasurer and 99.7% owner of Lorain Journal Co., Lorain, Ohio, and vice president of two highway construction firms.

† **TOLEDO, Ohio—The Toledo Blade Co.,** VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 445 ft., above ground 484 ft. Estimated construction cost $400,441, first year operating cost $620,000, revenue $850,000. Post Office address 533-541 Superior St., Toledo. Studio and transmitter location: 533 Superior St. Geographic coordinates: 41° 39' 04" N. Lat., 83° 32' 07" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Principals include Chairman of the **Board F. E. Cottrell,** chairman of the board of Toledo Blade Co.; President **Grove Patterson,** president of Toledo Blade Co.; **Paul Block Jr.** (33 1/3%), first vice president of Toledo Blade Co., and **William Block,** vice president of Toledo Blade Co.

COOS BAY, Ore.— KOOS Inc. (KOOS), UHF Ch. 16 (482-488 mc); ERP 20.5 kw visual, 11.6 kw aural; antenna height above average terrain 836 ft., above ground 503 ft. Estimated construction cost $155,655, first year operating cost $125,409, revenue $140,000. Post Office address: Hall Bldg., Coos Bay, Ore. Transmitter location: 3 mi. NW of Coos Bay. Geographic coordinates: 43° 23' 33" N. Lat., 124° 09' 42" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Sheldon F. Sackett** (95%) and Vice President **Fred F. Chitty** (5%).



KLAMATH FALLS, Ore. — KFJI Bcstrs. (KFJI), VHF Ch. 2 (54-60 mc); ERP 15.4 kw visual, 7.52 kw aural; antenna height above average terrain 458 ft., above ground 229 ft. Estimated construction cost $156,200, first year operating cost $175,000, revenue $175,000. Post Office address: P. O. Box 692, Klamath Falls, Ore. Studio location: Willard Hotel. Transmitter location: near West city limits of Klamath Falls. Geographic coordinates: 42° 12' 55.5" N. Lat., 121° 47' 56" W. Long. Transmitter GE, antenna GE. Legal counsel John W. Kendall, Portland, Ore. Consulting engineer Grant S. Feikert, Corvallis, Ore. Sole owner is **W. D. Miller.**

CHARLESTON, S. C.—Charles Bcstg. Co. (WHAN), VHF Ch. 2 (54-60 mc); ERP 54.9 kw visual, 27.5 kw aural; antenna height above average terrain 351 ft., above ground 400 ft. Estimated construction cost $224,293, first year operating cost $150,000, revenue $175,000. Post Office address: 152-B Market St., Charleston, S. C. Studio location: 152-B Market St. Transmitter location: Savannah Highway, St. Andrews Farm, 0.75 mi. West of Charleston city limits. Geographic coordinates 32° 46' 37.5" N. Lat., 79° 58' 05.1" W. Long. Transmitter RCA, antenna RCA. Applicant has retained neither legal counsel nor a consulting engineer. Principals include President **S. Lewis Johnson** (10%), insurance manager; Vice President **Julian Mitchell Jr.** (8%), Charleston attorney; Secretary-Treasurer **W. R. Ringson** (20%), **Harry J. O'Neill** (20%), insurance agent; **Frederick G. Storey** (20%), president and 1/3 owner of Community Theatre Corp. (motion picture exhibitor), Atlanta, 1/3 owner of WMOG Brunswick, Ga., and 16 2/3% owner of WLAG La Grange, Ga., and **George L. Bagby** (20%), 40% owner of G. L. Bagby Co. (manufacturer's agent).

† **COLUMBIA, S. C.—Marseco Broadcasting Corp. (WMSC),** VHF Ch. 10 (192-198 mc); ERP 214 kw visual, 114.4 kw aural; antenna height above average terrain 611 ft., above ground 575 ft. Estimated construction cost $481,887, first year operating cost $215,000, revenue $195,000. Post Office address: C. Wallace Martin, 1127 Lady St., Columbia, S. C. Studio and transmitter location: 2930 Devine St., Columbia. Geographic coordinates: 33° 59' 50" N. Lat., 81° 00' 00" W. Long. Transmitter and antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Sole owner of applicant is Marseco Corp., whose principals include President-Treasurer **C. Wallace Martin** (25%), WMSC general manager; Vice President **John C. Cosby** (25%), WMSC chief engineer; Secretary **E. Grenville Seibels II** (25%), WMSC program director. Stockholders total 10.

SPARTANBURG, S. C.—The Bcstg. Co. of the South (WSPA-AM-FM), VHF Ch. 7 (174-180 mc); ERP 288 kw visual, 144 kw aural; antenna height above average terrain 769 ft., above ground 780 ft. Estimated construction cost $540,192, first year operating cost $400,000, revenue $250,000. Post Office address: 224 E. Main St., Spartanburg. Studio location: 224 E. Main St. Transmitter location: 1.1 mi. SE of Duncan on Highway 290. Geographic coordinates: 34° 55' 44" N. Lat., 82° 07' 45" W. Long. Transmitter RCA, antenna Federal, Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **B. Calhoun Hipp** (13.6%), Vice President **Frances M. Hipp** (13.6%), Vice President **Herman N. Hipp** (13.6%), Secretary **R. R. Seales Jr.** (0.2%), **Dorothy Hipp Gunter** (13.6%) and **Frances M. McCreery** (9.8%). Applicant also is licensee of WIST-AM-FM Charlotte, N. C., and WIS-AM-FM Columbia, S. C.

BRISTOL, Tenn.—Radiophone Bcstg. Station WOPI Inc. (WOPI), VHF Ch. 5 (76-82 mc); ERP 100 kw visual 50 kw aural; antenna height above average terrain 807 ft., above ground 619 ft. Estimated construction cost $318,756, first year operating cost $100,000, revenue $115,000. Post Office address: 310 State St., Union Trust Bldg., Bristol, Tenn. Studio location: 310 State St. Transmitter location: 1.15 mi. from Windsor Ave. on Clifton Road. Geographic coordinates: 36° 35' 10.5" N. Lat., 82° 12' 19.5" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President and General Manager **W. A. Wilson Sr.** (50%), 100% owner of WOPI-AM-FM Bristol and Vice President **C. P. Edwards Jr.** (50%), president and 28% owner of WKPT Kingsport, Tenn., insurance partner with Nennett & Edwards Inc. (bonds and loans) and president of real estate firms in Kingsport.

† **KINGSPORT, Tenn. — Kingsport Broadcasting Co. (WKPT),** UHF Ch. 28 (554-560 mc); ERP 22.2 kw visual, 11.1 kw aural; antenna height above average terrain 962 ft., above ground 144 ft. Estimated construction cost $193,200, first year operating cost $100,000, revenue $125,000. Post Office address: Paul L. Overbay, Box 870, Kingsport, Tenn. Studio location: 222 Commerce St., Kingsport. Transmitter location atop Bay's Knob, 2 mi. SW of city. Geographic coordinates: 36° 31' 37" N. Lat., 82° 35' 12" W. Long. Transmitter and antenna RCA. Studio equipment RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Chief engineer Thomas Phillips. Principals include President **C. P. Edwards** (28 5/6%), president and 30% owner Kingsport Pub. Co. (newspaper) and also insurance, sheet metal, loans and real estate interests; Vice President **Howard Long** (22.5%), Kingsport postmaster and vice president Kingsport Pub. Co.; **Kingsul Theatres** (8 1/3%). Stockholders total 15.

† **NASHVILLE, Tenn.—WSIX Broadcasting Station (WSIX),** VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 866 ft., above ground 440 ft. Estimated construction cost $595,870, first year operating cost $500,000, revenue $500,000. Post Office address: Louis R. Draughon, Nashville Trust Bldg., Nashville. Studio location: Nashville Trust Bldg. Transmitter location: 8 mi. S. of Nashville. Geographic coordinates: 36° 02' 49" N. Lat., 86° 49' 47" W. Long. Transmitter and antenna GE. Legal counsel Stephen Tuhy Jr. and Dempsey & Koplovitz, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is owned by **Louis R. Draughon,** individually, and as executor of estate of Jack M. Draughon. Mr. Draughon and estate each hold 50% interest in WSIX as well as Draughon Bros. Oil Co. (wholesale distributor) and Draughon Bros. Farms (dairy and beef cattle), both of latter at Springfield, Tenn.

† **BEAUMONT, Tex. — Beaumont Bcstg. Corp. (KFDM),** VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 497 ft. Estimated construction cost $317,450, first year operating cost $200,000, revenue $350,000. Post Office address: 1420 Calder Ave., Beaumont. Studio location: 1420 Calder St. Transmitter location on U. S. Highway #90, about two miles East of Vidor, Tex. Geographic coordinates: 30° 08' 29" N. Lat., 93° 58' 38" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **D. A. Cannan** (27%), Executive Vice President **C. B. Locke** (19%), Secretary-Treasurer **Howard H. Fry** (2%), **L. H. Cullum** (8%) and **Mary L. Fentress** (8%).

† **EL PASO, Tex.—Claude H. Craig d/b as Franklin Broadcasting Co.,** VHF Ch. 9 (186-192 mc); ERP 12 kw visual, 6 kw aural; antenna height above average terrain 1,756 ft., above ground 272 ft. Estimated construction cost $23,785, first year operating cost $156,800, revenue $156,800. Post Office address: 14410 Valley Vista Blvd., Sherman Oaks, Calif. Studio location to be determined, El Paso, Tex. Transmitter location: Ranger Peak, Franklin Mt., 3 mi. N. of El Paso. Geographic coordinates: 31° 48' 17.4" N. Lat., 106° 28' 57.6" W. Long. Transmitter and antenna RCA. Legal counsel Blase A. Bonpane, Los Angeles. Consulting engineer Bernard Assoc., Hollywood. Applicant is 50% owner Winslow B. Felix Co., Los Angeles Chevrolet dealer.

EL PASO, Tex.—Tri-State Bcstg. Co. (KTSM), VHF Ch. 9 (186-192 mc); ERP 63.1 kw visual, 31.6 kw aural; antenna height above average terrain —8 or +155 ft., above ground 345 ft. Estimated construction cost $201,000, first year operating cost $204,600, revenue $222,816. Post Office address: 801 N. Oregon St., El Paso, Tex. Studio location: 801 N. Oregon. Transmitter location on roof of Mills Bldg., Mills and N. Oregon Streets. Geographic coordinates: 31° 45' 35" N. Lat., 106° 29' 20" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Karl O. Wyler** (85%) **F. L. Koons** (10%) and **W. C. Bailey** (5%).

HOUSTON, Tex. — U. of Houston (KUHF-FM) and Houston Independent School District (jointly), VHF Ch. 8 (180-186 mc); ERP 30.2 kw visual, 15.4 kw aural; antenna height above average terrain 351 ft., above ground 304 ft. Estimated construction cost $600,000, first year operating cost $150,000, revenue (noncommercial). Post Office address: President W. W. Kemmerer, U. of Houston, 3801 Cullen Rd., Houston 4, Tex. Studio and transmitter location: 3801 Cullen Rd. Geographic coordinates: 29° 43' 13" N. Lat., 95° 20' 21" W. Long. Transmitter and antenna GE. Legal counsel Reagan Cartwright, Houston. Consulting engineer George P. Adair, Washington. **Col. W. B. Yates,** vice chairman of university board of regents, is chief owner of KRCT Baytown, Tex.

† **HOUSTON, Tex.—W. W. Lechner tr/as Lechner Television Co.,** VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 444 ft., above ground 540 ft. Estimated construction cost $542,000, first year operating cost $386,000, revenue $460,000. Post Office address: Kirby Bldg., Dallas. Studio and transmitter location: 4600 Calhoun Rd., Houston. Geographic coordinates: 29° 43' 27.2" N. Lat., 95° 20' 13.9" W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Apolicant, oil producer, is also TV applicant at San Antonio and Fort Worth.

LUBBOCK, Tex.—Texas Telecasting Inc., VHF Ch. 13 (210-216 mc); ERP 31 kw visual, 15.5 kw aural; antenna height above average terrain 982 ft., above ground 1,000 ft. Estimated construction cost $469,676, first year operating cost $180,000, revenue not estimated. Post Office address: 3601 Avenue H, Lubbock, Tex. Studio location to

subject to prior sale,

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be determined. Transmitter location: 1.5 mi. South of Lubbock on College Ave. Geographic coordinates: 33° 31' 35.14" N. Lat., 101° 52' 11.56" W. Long. Transmitter DuMont, antenna DuMont. Legal counsel Eliot C. Lovett, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **W. D. Rogers Jr.** (22.2%), general manager of KEYL (TV) San Antonio, Tex., from February 1950 to April 1952; Vice President **Vernice Ford** (23%), owner of Ford Implement Co., Lubbock; Secretary-Treasurer **W. W. Conley** (11%), 1/3 owner of Conley-Lott-Nichols Co. (heavy machinery distributor), Lubbock, Tex.; **Roger L. Kuykendall** (23%), general manager and 25% owner of Kuykendall Chevrolet Co., Lubbock; and **A. L. Lott** (11%), vice president and 1/3 owner of Conley-Lott-Nichols Co.

PORT ARTHUR, Tex.—Port Arthur College (KPAC), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 498 ft., above ground 538 ft. Estimated construction cost $289,128, first year operating cost $250,000, revenue $222,000. Post Office address: 1500 Procter St. Port Arthur. Studio location and transmitter location on Texas Highway #87, NE of Port Arthur. Geographic coordinates: 25° 57' 08" N. Lat., 93° 52' 51" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President of the Board of Trustees of Port Arthur College **J. W. Williams,** Vice President **G. W. Carter** and Secretary **W. Madison Monroe.**

NEWPORT NEWS, Va. — Eastern Bcstg. Corp. (WHYU), UHF Ch. 33 (584-590 mc); ERP 20.4 kw visual, 10.2 kw aural; antenna height above average terrain 315 ft., above ground 319 ft. Estimated construction cost $152,050, first year operating cost $130,000, revenue $170,000. Post Office address: 114 24th St., Newport News, Va. Studio and transmitter location: 114 24th St. Geographic coordinates: 36° 58' 36" N. Lat., 76° 25' 54" W. Long. Transmitter RCA, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer George P. Adair, Washington. Principals include President **John Doley** (23%), Vice President **Stuart A. Smith** (16%), Assistant Secretary **Ralph T. Baker** (2%), Assistant Treasurer **Margaret S. Doley** (23%), **C. Archer Smith** (27%), Secretary **Frederick F. Clair, Charles K. Hutchens Sr.** (4.5%) and **L. C. Purdey** (4.5%).

ROANOKE, Va.—Polan Industries, VHF Ch. 10 (192-198 mc); ERP 119 kw visual, 59.5 kw aural; antenna height above average terrain 1,391 ft., above ground 424 ft. Estimated construction cost $290,000, first year operating cost $205,000, revenue $225,000. Post Office address: P. O. Box 1720, Huntington, W. Va. Studio location to be determined. Transmitter location: 8 mi. SW of Roanoke on Twelve O'Clock Knob. Geographic coordinates: 31° 14' 49" N. Lat., 80° 05' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include **Albert S. Polan,** 20% owner of WPLH-AM-FM Huntington; **E. G. Polan, Lincoln M. Polan, Charles M. Polan** and **Lake Polan Jr.,** all general partners and 20% owners of applicant, an electronic manufacturing concern.

ROANOKE, Va. — Radio Roanoke Inc. (WROV), VHF Ch. 7 (174-180 mc); ERP 59 kw visual, 29.5 kw aural; antenna height above average terrain 670 ft., above ground 240 ft. Estimated construction cost $259,576, first year operating cost $165,504, revenue $160,000. Post Office address: Frank E. Koehler, Box 1110, Mountain Trust Bldg., Roanoke. Studio location: 300 S. Jefferson St., Roanoke. Transmitter location: Mill Mt. Geographic coordinates: 37° 14' 55" N. Lat., 79° 56' 06" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Leo F. Henebry** (14%), jeweler at Roanoke, Bristol, Va., and Fayetteville, N. C.; Vice President **James Kirk King** (14%), 34% owner Roanoke City Mills (flour, feed); Secretary-Treasurer **Ernest W. Mitchell** (14%), 51% owner Mitchell Clothing Co.; Director **Thomas Howard Beasley** (13.3%), 56% owner Beasley Produce Exchange and Beasley Orchards; Director **Wallace S. Clement** (14%), food broker and warehouseman.

HUNTINGTON, W. Va. — Greater Huntington Radio Corp. (WHTN), VHF Ch. 13 (210-216 mc); ERP 242 kw visual, 121 kw aural; antenna height above average terrain 466.5 ft., above ground 284 ft. Estimated construction cost $324,806, first year operating cost $260,000, revenue $300,965. Post Office address: S. J. Hyman, Box 1957, Huntington. Studio location: 724 4th Ave., Huntington. Transmitter location: Near Wayne-Cabell County line, 2.5 mi. S. of its junction with Ohio-W. Va. state line. Geographic coordinates: 38° 23' 35" N. Lat., 82° 28' 24" W. Long. Transmitter and antenna RCA. Studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is owned 99%-plus by **Biggs-Long Realty Corp.,** in turn owned by **Greater Huntington Theatre Corp.** Officers of all three firms are same: **A. B. Hyman,** president; **S. J. Hyman,** first vice president and treasurer; **Jack S. Hyman,** second vice president; **J. S. Silberstein,** secretary and assistant treasurer; **Hazel M. Harer,** assistant secretary-treasurer.

MILWAUKEE, Wis. — Milwaukee Bcstg. Co. (WEMP), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 999 ft., above ground 1,074 ft. Estimated construction cost $940,969, first year operating cost $926,000, revenue $990,000. Post Office address: 711 Empire Bldg., 710 N. Plankinton Ave., Milwaukee. Studio location: 525 W. Wells St. Transmitter location: 5201 N. 13th St. Geographic coordinates: 43° 06' 41" N. Lat., 37° 55' 38" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Chairman of the Board **Robert M. LaFollette Jr.** (6.3%), President **Glenn D. Roberts** (6.3%), Vice President **Andrew M. Speeris** (4.5%), Secretary **John Ernst**

(Continued on page 70)

SOME of the 50 dining timebuyers attending the Intercollegiate Rowing regatta at Syracuse as guests of WSYR-AM-FM-TV Syracuse are (l to r): Vera Brennan, Scheideler, Beck & Werner; E. R. Vadeboncoeur, WSYR; Helen Thomas, Street & Finney; Arthur Pardoll, Sullivan, Stauffer, Colwell & Bayles; Gert Scanlan, BBDO, and Herbert Gruber, Cecil & Presbrey.

Miller to Olympics

CAPT. BEN MILLER of the Radio-TV Branch, Public Information Div. of the Army, left last Thursday for Helsinki where he will represent the Army in getting radio and television stories out on the participants at the 15th Olympiad. Capt. Miller is carrying a tape recorder to do stories for all services and taking a camera crew to get footage on the Army participants for use in one of the *Big Picture TV* series to be devoted to Army special services. They will not compete with any news media.

PHIL DAVIS, Musical Enterprises, N. Y., has been appointed by the Milton Biow Agency, N. Y., to create both sign-on and sign-off musical trademark for Hudson Paper Napkins.

KATY IS SOLD

Purchase Price at $30,000

SALE of KATY San Luis Obispo, Calif. for $30,000 to a group of southern Californians incorporated as KATY Sweetheart of San Luis Obispo, was announced last week. FCC approval is necessary.

Principal stockholders in the corporation are Maynard Marquardt, West Coast sales manager of World Broadcasting System and Glenn Porter, at one-time an engineer at WCFL and WENR Chicago.

Owners selling the 250 w ABC affiliate on 1340 kc are Morden R. Buck and John R. Rider, radio-television director of Vick Knight Inc., Hollywood agency. Station is licensed to San Luis Broadcasting Co. The sale was handled by Blackburn-Hamilton Co.

BAB Date Change

BROADCAST Advertising Bureau has changed the date of its sales clinic in Chicago from July 21—date of the opening of the Democratic national convention there—to Sept. 5. BAB Vice President Kevin B. Sweeney and Director of Local Promotions John F. Hardesty will conduct the sessions in the Sheraton Hotel.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

ARE *You* A MR. *Why Buy?*

Why Buy **SPOT RADIO?**

Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

Why Buy **SOUTHWEST VIRGINIA?**

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

Why Buy **WDBJ?**

WDBJ is a 28-year-old pioneer in this rich market — a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!

WDBJ Established 1924 • CBS Since 1939
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

'Sunny Jim' Kindergarten

(Continued from page 42)

ually plans call for its extension to secondary markets throughout the four-state area served by the sponsor.

While no television vehicle has yet been selected, Mr. Sandiford indicated that it will be geared to a different age level, so that the *Kindergarten* will remain unique in its service to the pre-school child.

The advertising philosophy embodied in the *Kindergarten*, as described by the account executive, is this:

"We don't sell the product to the children, but we do familiarize them with the name of Sunny Jim, and through the kids we reach the mothers. Because children of this age can't tell time, it becomes mother's job to sit the youngster down in front of the radio, and tune in his program for him. In this way, she becomes actively aware of the sponsor too."

Interestingly, this approach was not used at the beginning. At first, the sponsor did try direct selling to the child listeners. But reports began to come in from parents that the children were asking: "Mommy, why do they tell me to eat Sunny Jim when I already do"? At this point, the sponsor and the agency realized they had saturated many of their listeners with the direct sales message, and switched to a more subtle approach. Among other devices, the program began to dramatize the characters on the Sunny Jim label, so that the children began to identify them as personalities.

When the label characters began to perform entertaining commercials, in dialogue with "Sunny Jim himself," the comments stopped coming in, and the sponsor knew he had found the right formula.

Numerous letters have been received during the past four years, most of them from mothers, and all expressing appreciation for the type, consistency and timing of the program. The gratitude of one parent was expressed with:

"Thank God and Sunny Jim for saving my sanity just before dinner."

More tangibly, the success of the program may be gauged from a few figures. Dollar volume of sales has tripled in the time the program has been on the air; and the intensity of distribution has continually increased, so that it is now virtually complete in all food stores in the areas covered.

Another index is consumer preference, as disclosed by the fifth annual (1952) *Seattle Times* Consumer Analysis. Based on 5,000 completed surveys in the Seattle trade area, the annual questionnaire study shows the following trend, in the sponsor's major product—peanut butter:

	1948	1949	1950	1951	1952
Sunny Jim	27.3	29.3	38.9	43.3	43.7
Nationally adv. Product A	29.4	29.1	24.1	24.9	25.9
Nationally adv. Product B	13.3	16.0	15.5	9.7	7.2

In other words, from a close second among the three top brands in the market, Sunny Jim has jumped to undisputed first position, and has continued to move far ahead of the field. Other major markets reflect the same trend, and the sponsor gives a considerable share of the credit to the one radio program.

"Radio plays a strong part in creating consumer demand," Mr. Sandiford says, "although of course good sales management is also important in providing distribution and in giving the potential radio audience an opportunity to purchase the product."

Peanut butter has been Sunny Jim's lead produced for the *Kindergarten* commercials, because originally it had the widest distribution. Consumer acceptance of Sunny Jim Peanut Butter, however, has pulled the other products along, with jams, jellies and preserves showing comparable advances, according to the Times Consumer Analysis.

Other Results

Further evidence of the program's pulling power—considered minor by the sponsor but of interest to premium specialists—was the response to an offer of a plastic, 14-inch playball bearing pictures of the *Kindergarten* characters. Offered exclusively on the air, for 50 cents plus a Sunny Jim label, the premium has pulled over 10,000 requests.

In addition to Mr. Sandiford as account executive, the *Sunny Jim Kindergarten* continues to occupy the attention of Dave Crockett, now radio and television director for MacWilkins, Cole & Weber.

Principal officers of the Sunny Jim Food Products Co. are Jerome P. Firnstahl, president and general manager; Ronald Preston, vice president and plant manager, and C. Gerald Guinn, sales and advertising manager.

Speaking for the company, Mr. Guinn said:

"*The Sunny Jim Kindergarten*, and the total advertising and merchandising program of which it forms the keystone, have unquestionably proven their value for our concern.

"Four years ago, radio advertising consumed close to 100% of our advertising budget; today it takes about 50%. Far from representing a decrease, this statistical change reflects an expansion in our total advertising effort which has been made possible by our success with radio advertising.

"Without a doubt, radio is doing a great selling job for Sunny Jim."

AMONG the many leading affiliates represented at the CBS Radio stations conference [B•T, July 7] were (l to r): W. H. Summerville, WWL New Orleans; Clyde Rembert, KRLD Dallas, and C. T. Lucy, WRVA Richmond.

ESSAY CONTEST

'Voice of Democracy' Plans

PLANS for the sixth annual Voice of Democracy Contest were roughed out last Tuesday at a meeting of the joint committee in charge of the campaign. The 1952-53 contest officially opens Nov. 9-16 in connection with National Radio & Television Week.

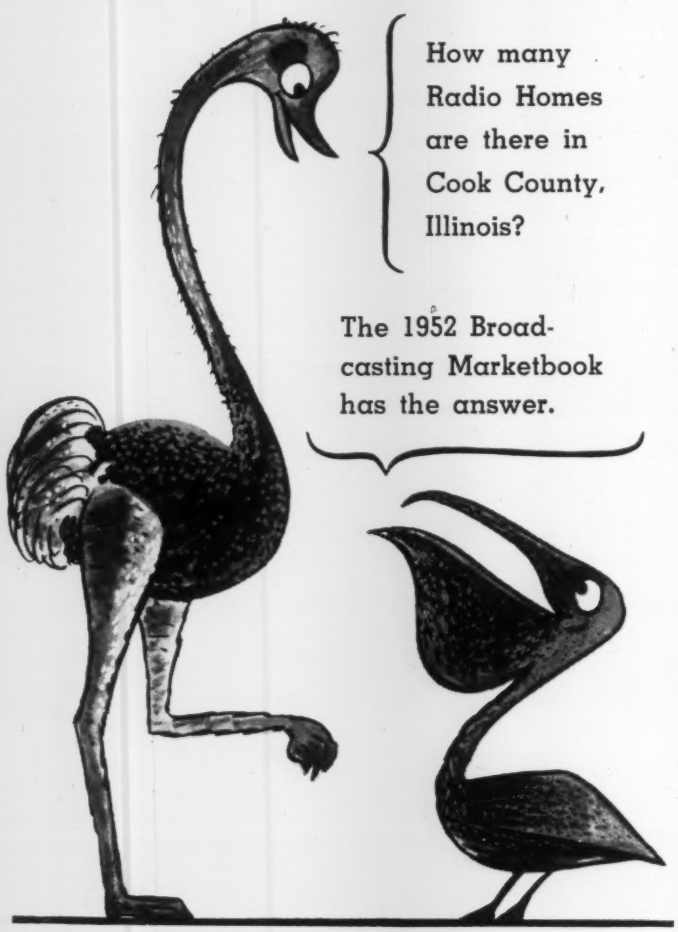
Meeting in Washington with the national chairman Robert K. Richards, NARTB assistant to the president, in charge, the committee directed preparation of manuals describing the contest. These manuals will be mailed to all senior high schools in the U.S.

The contest has developed into one of the major essay competitions in the nation, drawing over a million student entrants who compete for four national scholarship awards and other prizes. The students voice five-minute essays, with school winners competing for local honors and finally state awards. A board of distinguished judges will select the four national winners after a screening of state winners.

Jointly conducting the contest are NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

RTMA provides radio-TV sets for national winners. Dealer and distributor groups supply radio and TV prizes for community and state winners.

Dwight Clark Jr., of the KCOL Boulder, Colo., staff, one of the 1951-52 winners, has been invited to deliver his winning essay before the American Bar Assn. convention in the late summer.



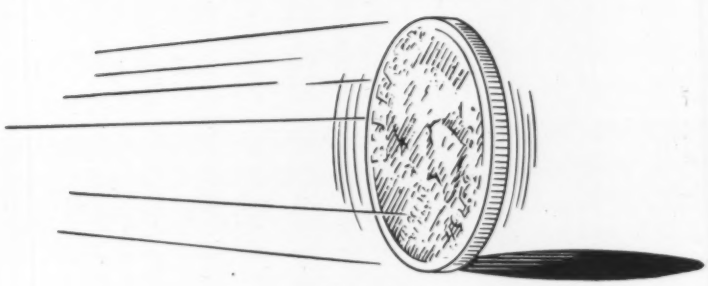
REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

XUM

JULY 14, 1952

TELECASTING

You would be amazed...



how far your budget can go in television

Most stores weigh steak before *trimming. A few trim first—then weigh. The steak's the same. But the value's not. If you're paying for the trimmings in television, you, too, will find that* Dollars Do More on Du Mont.

DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MU 8-2600

A Division of The Allen B. Du Mont Laboratories, Inc.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

G.E. SAVES CUSTOMERS $1200 A YEAR

New Filament Doubles Tube Life

Frank P. Barnes

Good news for all TV stations using G-E low and high channel transmitters was announced this week by Frank P. Barnes, sales manager of General Electric broadcast equipment. The company is making available at moderate cost a modification kit for conversion of the final video stage to permit use of thoriated filament GL-6039 tubes.

Multiple Advantages

With an *expected* life of 6,000 hours or more, better than twice that of the 9C-24 it replaces, the new tube makes possible annual user savings of approximately $1260. "Based on a 15-hour operating day," Mr. Barnes said, "the conversion saves in one year more than twice the cost of the modification kit itself. Components of the kit can be installed by a station engineer in less than 4 hours."

Still Operating After 3 Years

Two experimental tubes installed at WRGB, Schenectady in 1949 have given over 14,000 hours of satisfactory service to date, Mr. Barnes reported. In addition, WKTV Utica has operated these tubes on Channel 13 for more than 6300 hours without evidence of deterioration. This product improvement reflects the G-E engineering principle of continuing service to broadcast customers.

KPIX GETS NEW ANTENNA BY AIRLIFT

G.E. Ships Pre-tested Unit From Electronics Park

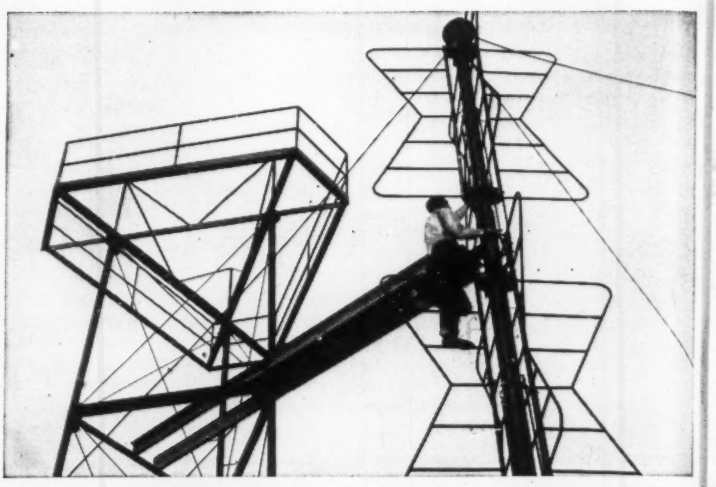
Pending FCC authorization to boost its effective radiated power to 100 kilowatts, KPIX San Francisco has purchased advanced-design General Electric equipment. A special side-mounted, 3-bay, low channel VHF antenna, rushed by air freight from Syracuse recently, will be placed atop Mount Sutro, in the heart of San Francisco. The antenna will be mounted on a tower shared with KGO-TV.

Order includes amplifier

In moving from its present location, KPIX will replace existing transmitting facilities with a complete General Electric installation. This will include an air-cooled 5 kw transmitter, already installed, and a 35 kw amplifier to be added when authorized.

On the air July 1

KPIX will be on the air with its new equipment by July 1. Similar unusual antenna problems solved by General Electric engineers prior to the KPIX installation include those at WHAS Louisville, and WBZ Boston.



Performance-engineered antenna is run through rigorous G-E checks at factory. To simulate operating conditions, special tower at Syracuse was rigged to run exhaustive in-service tests before antenna was flown to customer.

Binary Scalers in G-E Sync Generators

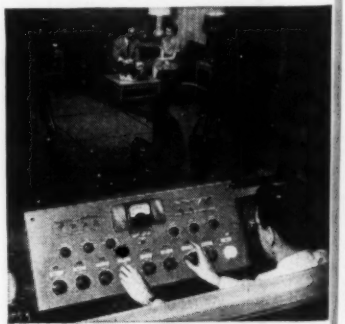
Because Cal Ellis, design engineer at Electronics Park, had seen them in action on gunfire computers in World War II, he incorporated binary scalers in this popular new pulse generator, 45 of which are now in use in TV stations.

These tiny scalers provide the most accurate known method of counting electronically. Twelve neon lamps are built into each sync generator to indicate proper tube operation. The stability of binary scalers minimizes the necessity for adjustment of the G-E unit at the station.

TV Advisory Service Set Up in Washington

Broadcast officials visiting attorneys or consulting engineers in the nation's capital are invited to make use of General Electric's new TV Advisory Service at 777 14th St. NW, phone Executive 3600.

Established to save time and provide fast, accurate answers on equipment and operating problems, the service is staffed by G-E specialists. On hand to welcome your inquiries are Bob Brown, Jack Painter, Ralph Yeandle, Sam Morse and "Sheriff" Prescott. These men have had broad TV experience in engineering, field service, and applications.



All Plug-in Audio Console Announced

The "pay as you go" policy will trim equipment costs for TV or radio broadcasters who install G. E.'s unique plug-in audio console. Buy only the amplifiers you need; add more as station requirements grow—these are the big reasons behind a predicted runaway success for this new unit.

Nine mixers and seven input preamplifiers provide all combinations for normal production needs. Dual channel output facilities and ready made plug-in mounting connections are built in at the factory. Color coded control knobs permit swift, simple operation.

GENERAL ELECTRIC

TELECASTING

JULY 14, 1952

PROCESSING RUSHED

Total Applications Reach 550 Mark

By LARRY CHRISTOPHER

NEW and amended television applications reached the 550 mark last Thursday as FCC rushed processing of top priority city applications looking toward initial post-thaw new station grants.

The Commission had scheduled a special meeting for last Friday and as of late Thursday night it was predicted as many as a score or so new station authorizations might follow.

Earlier in the week FCC authorized six more existing TV stations to change their channels in accordance with the final allocation of the Sixth Report and Order [B•T, April 14].

On Thursday, the Commission also issued its order to specify offset carrier operation for substantial number of existing stations, giving them until April 1 of next year to make the technical modifications. The order included a modification of the table of city-by-city channel assignments (see below). FCC explained that pending applicants will not have to modify their bids if the channel they seek is offset (10 kc above or below normal carrier frequency), since the modification will be set forth by the Commission when a construction permit for a channel is granted or a license is renewed.

Purpose of the offset operation is to further reduce chances of co-channel interference. About two-thirds of the channels allocated are now offset, FCC estimated.

The channel changes authorized for existing stations under the Sixth Report included:

WLTV (TV) Atlanta — Granted change from Ch. 8 to Ch. 11, effective radiated power boost from 23.8 kw to 316 kw, increase in antenna height above average terrain from 456 ft. to 1,330 ft.

WCPO-TV Cincinnati—From Ch. 7 to Ch. 9, ERP from 24 kw to 316 kw, antenna 660 ft. Estimated cost, $206,687.

WKRC-TV Cincinnati—From Ch. 11 to Ch. 12, ERP from 24.5 kw to 316 kw, antenna 610 ft. Estimated cost, $178,500.

WSAZ-TV Huntington, W. Va.—From Ch. 5 to Ch. 3, ERP from 16.8 kw to 84 kw, antenna 590 ft. Estimated cost, $91,000.

WDTV (TV) Pittsburgh—From Ch. 3 to Ch. 2, ERP from 16.6 kw to 100 kw, antenna 810 ft.

WJAR-TV Providence, R. I.—From Ch. 11 to Ch. 10, ERP from 30 kw to 316 kw, antenna 600 ft. Estimated cost, $260,000.

FCC earlier approved change of Empire Coil Co.'s WXEL (TV) Cleveland from Ch. 9 to Ch. 8, with power boost to 316 kw [B•T, June 30].

Under provisions of last year's Fifth Report and Order, FCC also approved the long-pending applications of KDYL-TV and KSL-TV Salt Lake City for switch of their antenna sites to nearby mountain tops.

KDYL-TV was granted switch to summit of Mt. Nelson, with antenna height above average terrain 3,700 ft. Effective radiated power is specified to be reduced from 4 kw to 0.004 kw, but a request is pending for special temporary authority to use full transmitter power of 5 kw to produce about 50 kw ERP, in accord with the Fifth Report.

KSL-TV was granted move to Coon Peak, antenna height above average terrain 3,840 ft., with ERP change to 0.002 kw. Request for an STA for 50 kw ERP is expected to be filed.

Proposed new station construction now totals nearly $208 million, a per station average of almost $378,000. Estimated first year revenue, for 516 applicants reporting, now totals $164 million or a $318,000 station average. First year operating costs, for 542 applicants reporting, totals about $159 million, or a $293,000 station average.

All week FCC staff members were pushing processing of initial applications for the first dozen cities in Group A-2 (no existing service) and Group B-1 (less than 40 miles from service, only UHF available) lists under the temporary processing procedure [B•T, May 26]. Both Groups A-2 and B are being processed concurrently.

Topping the city priority list is Denver, which has three applicants whose bids are unopposed. They are KFEL, for Channel 2; Empire Coil Co., UHF Channel 26 (amended from Channel 9), and Colorado Television Corp., Channel 9. KMYR and Metropolitan Television both have filed for Channel 4 and Aladdin Radio and Television Corp. and Denver Television Corp. both seek Channel 7.

At Portland, Ore., number two on the A-2 list, all three commercial VHF channels are each sought by more than a single applicant. However, Empire Coil is lone applicant for UHF Channel 27 there.

Similarly, all allocated channels are sought by more than one applicant each in Tampa-St. Petersburg, third place on the A-2 list.

Springfield - Holyoke, Mass., fourth on the A-2 list, has one application pending for each of two UHF channels there. Next on the A-2 list, Youngstown, Ohio, with three UHF channels, has only two applications pending.

(Continued on page 101)

Modified City Allocations to Specify Offset Carrier Operation

FOLLOWING is the modified table of city-by-city assignments of TV channels issued by FCC last week to provide for offset carrier operation to further reduce co-channel interference. The table is the basic city-by-city allocation provided in the Sixth Report and Order [B•T, April 14], but with the offset channels specified.

The offset identifications will apply immediately to all new stations, FCC said, and existing stations have until April 1, 1953, to adjust to the new offsets but may do so as soon as they wish.

(Channels followed by (+) marks will operate offset 10 kc above normal carrier frequency. Those followed by (—) marks will operate 10 kc below. Channels marked by asterisk (*) are reserved for educational stations.)

	Ch. No.
ALABAMA	
Andalusia	29
Anniston	37—
Auburn	*56
Bessemer	54
Birmingham	6—, *10—, 13—, 42+, 48
Brewton	23+
Clanton	14
Cullman	60+
Decatur	23—
Demopolis	18
Dothan	9+, 19—
Enterprise	40+
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15+, 21+
Greenville	49—
Guntersville	40—
Huntsville	31+
Jasper	17
Mobile	5+, 8, *42, 48+
Montgomery	12, 20, *26+, 32
Opelika	22—
Selma	58+
Sheffield	47—
Sylacauga	24—
Talladega	64
Thomasville	27—
Troy	38—
Tuscaloosa	45, 51—
Tuskegee	16—
University	*7

	Ch. No.
ARIZONA	
Ajo	14—
Bisbee	15
Casa Grande	18—
Clifton	25—
Coolidge	30+
Douglas	3—
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6—
Mesa	12—
Miami	28+
Morenci	31
Nogales	17—
Phoenix	3+, 5—, *8+, 10—
Prescott	15
Safford	21
Tucson	4—, *6+, 9—, 13—
Williams	25
Winslow	16—
Yuma	11—, 13+
ARKANSAS	
Arkadelphia	34+
Batesville	30—
Benton	40
Blytheville	64+, 74
Camden	50
Conway	49+
El Dorado	10—, 26—
Fayetteville	*13—, 41—
Forrest City	22+
Fort Smith	5—, *16, 22

	Ch. No.
Harrison	24
Helena	54—
Hope	15—
Hot Springs	9+, 52+
Jonesboro	8, 39+
Little Rock	*2—, 4, 11+, 17—, 23+
Magnolia	28+
Malvern	46
Morrilton	43—
Newport	28
Paragould	44
Pine Bluff	7—, 36
Russellville	19
Searcy	33
Springdale	35—
Stuttgart	14+
CALIFORNIA	
Alturas	9
Bakersfield	10—, 29
Brawley	25+
Chico	12—
Corona	52
Delano	33+
El Centro	16
Eureka	3—, 13—
Fresno	12+, *18—, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30+
Merced	34—
Modesto	14+
Monterey (see Salinas)	
Napa	62

	Ch. No.
Oakland (see San Francisco)	
Oxnard	32
Petaluma	56
Port Chicago	15
Red Bluff	16—
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40—, 46+
Salinas-Monterey	8+, 28—
San Bernardino	18, *24—, 30
San Buenaventura	38—
San Diego	8, 10, *15+, 21—, 27, 33, 39
San Francisco-Oakland	2+, 4—, 5+, 7—, *9+, 20—, 26—, 32+, 38, 44—
San Jose	11—, 48, *54, 60
San Luis Obispo	6+
Santa Barbara	3—, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16+
Santa Rosa	50
Stockton	13+, 36, *42
Tulare	27+
Ukiah	18
Visalia	43, 49
Watsonville	22—
Yreka City	11
Yuba City	52—
COLORADO	
Alamosa	19+
Boulder	*12, 22+

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Television Applications Filed at FCC

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Roe (6.3%) and Treasurer **Wellwood M. Nesbit** (6.3%). Mid-Continent Radio-TV Inc., licensee of WTCN-AM-FM-TV Indianapolis, owns 40% of applicant.

HONOLULU, Hawaii—Island Bcstg. Co. (KPOA), VHF Ch. 4 (66-72 mc); ERP 53.7 kw visual, 26.91 kw aural; antenna height above average terrain 173 ft., above ground 390 ft. Estimated construction cost $245,224, first year operating cost $300,000, revenue $300,000. Post Office address: P. O. Box 3499, Honolulu 11, Hawaii. Studio and transmitter location: 575 Kamoku St. Geographic coordinates: 21° 17' 20" N. Lat., 157° 49' 35" W. Long. Transmitter RCA, antenna RCA. Studio equipment RCA. Legal counsel St. Clair, Connolly & Cerini, San Francisco. Consulting engineer James R. Bird, San Francisco. Principals include equal partners **John D. Keating** and **J. Elroy McCaw.**

LATE APPLICATIONS

MOBILE, Ala.—The Mobile Television Corp.—VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 395 ft., above ground 500 ft. Estimated construction cost $798,000, first year operating cost $319,285, revenue $220,798. Post Office address: 2110 American Bank Bldg., New Orleans. Studio location to be determined. Transmitter location: 300 St. Joseph St. Geographic coordinates: 30° 41' 49" N. Lat., 88° 02' 39" W. Long. Transmitter and antenna RCA. Legal counsel Pierson and Ball, Washington. Consulting engineer E. C. Page, Washington. Principals include Chairman of the Board **Edgar B. Stern Jr.** (16⅓%), 33⅓% owner of Royal St. Louis Realty Co., president and 67% owner of WDSU-AM-FM-TV New Orleans; President **Ralph B. Chandler**, president of Mobile Press Register Inc. which publishes *Mobile Register* and *Mobile Press* and which owns 50% of applicant; Executive Vice President **Robert D. Swezey** (8%), former vice president and general manager of MBS and executive vice president and 20% owner of WDSU; Vice President and Secretary-Assistant Treasurer **William J. Hearin Jr.**, executive vice president and general manager of Mobile Press Register Inc.; Assistant Secretary - Treasurer **Lester E. Kabacoff** (1½%), secretary-treasurer and 3% owner of WDSU; **Audrey Stern Hess** (10%), 33⅓% owner of Royal St. Louis Realty Co.; **Philip M. Stern** (10%) 33⅓% owner of Royal St. Louis Realty Co. and secretary to Sen. Paul Douglas (D-Ill.).

† **MOBILE, Ala. — Pape Bcstg. Co. (WALA),** VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 460 ft., above ground 500 ft. Estimated construction cost $450,650, first year operating cost $250,000, revenue $300,000. Post Office address: P. O. Box 1548, Mobile, Ala. Studio and transmitter location: 210 Government St. Geographic coordinates: 30° 41' 23" N. Lat., 88° 02' 36" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer L. J. N. du Treil & Assoc., New Orleans, La. Principals include President **W. O. Pape** (99.5%), Vice President **H. K. Martin** (0.25%), general manager of WALA, and Secretary **W. B. Pape** (0.25%), national sales manager of WALA.

LITTLE ROCK, Ark.—Arkansas Television Co., VHF Ch. 4 (66-72 mc); ERP 10 kw visual, 5 kw aural; antenna height above average terrain 1,530 ft., above ground 1,000 ft. Estimated construction cost $830,637, first year operating cost $535,716, revenue $594,116. Post Office address: 119 E. Capitol, Little Rock. Studio location: 1216-1224 West Markham St., Little Rock. Transmitter location: Shinall Mountain, Ark. Geographic coordinates 34° 48' 04" N. Lat., 92° 30' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include **Radio Bcstg. Inc.** (42%), **Arkansas Democrat Co.** (32%) and **National Equity Life Insurance** (16%). President **August Engel** (10%), president and 86% owner of Arkansas Democrat Co.; Chairman of the Board **William H. Bronson,** president of Times Pub. Co. Ltd., licensee of KWKH-AM-FM Shreveport, La.; Executive Vice President **Henry B. Clay,** general manager of KWKH Shreveport and supervising executive of KTHS Hot Springs, Ark.; Secretary **B. G. Robertson,** general manager of KTHS Hot Springs and assistant manager of KWKH Shreveport, and Treasurer **C. E. Lowry,** chairman of the board and 29% owner of National Equity Life Insurance, Little Rock.

CHICO, Calif. — Golden Empire Co. (KHSL), VHF Ch. 12 (204-210 mc); ERP 12.28 kw visual, 6.14 kw aural; antenna height above average terrain 481 ft., above ground 177' 3". Estimated construction cost $177,697, first year operating cost $120,000, revenue $120,000. Post Office address: P. O. Box 717, Merced, Calif. Studio location: 336 Broadway. Transmitter location: Corner of Skyway and Neal Road. Geographic coordinates: 39° 44' 38" N. Lat., 121° 37' 49" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington, D. C. Consulting engineer Kear & Kennedy, Washington, D. C. Principals include President **Mickey (Ruth) McClung** (92.5%), president and stockholder of Merced Bcstg. Co., licensee of KYOS and KUMW Merced, Calif.; Vice President **Martha McClung Roberts** (62.5%); Secretary **Ellsworth Peck**; Treasurer **Hugh McClung Jr.** (5%).

† **SAN DIEGO, Calif.—Airfan Radio Corp. Ltd. (KFSD),** VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 416 kw aural; antenna height above average terrain 420.5 ft., above ground 416 ft. Estimated construction cost $729,885, first year operating cost $475,000, revenue $525,000. Post Office address: 326 Broadway, San Diego 12, Calif. Studio and transmitter location: On Emerald Hills Golf course 5 mi. East of 5th & Broadway. Geographic coordinates: 32° 43' 13" N. Lat., 117° 04' 14" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington, D. C. Consulting engineer George C. Davis, Washington, D. C. Principals include President and Director **Thomas E. Sharp,** (99.75%), Vice President and Assistant Secretary **A. C. Blacksmith,** and Secretary-Treasurer and Director **Amy Dickson,** (0.25%).

SAN JOSE, Calif.—FM Radio & Television Corp., VHF Ch. 11 (198-204 mc); ERP not specified on application; antenna height not specified on application. Estimated construction cost $169,750, first year operating cost $360,000, revenue $480,000. Post Office address: 6578 Palm Ave., Riverside, Calif. Studio location, transmitter location, geographic coordinates, transmitter and antenna make, legal counsel and consulting engineer not indicated on application. [Application submitted on obsolete forms and incomplete.] Principals include President **W. L. Gleason,** sole owner of W. L. Gleason & Co. (advertising agency), controlling stockholder in Bcstg. Corp. of America, Riverside, Calif., and 20% stockholder in Worth Bcstg. Co., Fort Worth, Tex.; **G. R. Pollock,** sole owner of Pollock & Brown, contractors, Los Angeles, and **Glenn D. Gillett,** consulting engineer, Washington.

STOCKTON, Calif. — E. F. Peffer (KGDM), VHF Ch. 13 (210-216 mc); ERP 60 kw visual, 30 kw aural; antenna height above average terrain 465 ft., above ground 487 ft. Estimated construction cost $337,255, first year operating cost $304,993, revenue $329,251. Post Office address: 519 E. Market St., Stockton. Studio and transmitter: 519 E. Market St. Geographic coordinates: 37° 57' 12" N. Lat., 121° 16' 57" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Kear & Kennedy, Washington. Sole owner is **E. F. Peffer,** who also owns Peffer Furniture in Stockton.

† **TULARE, Calif.—Sheldon Anderson (KCOK),** UHF Ch. 27 (548-554 mc); ERP 96.2 kw visual, 48.1 kw aural; antenna height above average terrain 1,234 ft., above ground 273 ft. Estimated construction cost $211,070, first year operating cost $300,000, revenue

(Continued on page 72)

COLOR TESTS
Initiated by RCA-NBC

RCA-NBC last week initiated a series of three field tests of the RCA compatible all-electronic color television system over NBC's Channel 4 in New York.

The first test was run off last Wednesday between 9:45 a.m. and 10 a.m. (EDT) and another was held last Friday. A third test is set for tomorrow (Tuesday) in the same time slot.

Dr. C. B. Jolliffe, vice president and technical director of RCA, said the FCC had granted authorization to RCA to conduct the three television tests during regular broadcasting hours.

Set owners in the New York area can receive the test signals in black and white. Viewers are being asked to submit reports on their observations and the data received will be analyzed.

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EDUCATORS' TV

Walker, Hennock Renew Fight

(See editorial page 56)

"PRESIDENT Truman expressed his willingness to go before the public and speak on behalf of this movement. It was made quite plain . . . that educational television has no better friend in the United States than the Chief Executive."

Those were the closing remarks of FCC Chairman Paul A. Walker in an address at Pennsylvania State College last Wednesday. Chairman Walker spoke at the college's fifth annual Radio and Television Institute on "Education's Year of Decision."

Meanwhile, Comr. Frieda B. Hennock carried the cudgels for educational TV to Emerson Radio & Phonograph Corp.'s 30th anniversary convention for distributors in New York City. She spoke Thursday on opportunities for set manufacturers in supporting that medium.

The addresses of the two leading FCC exponents of educational telecasting were liberally flavored with references to President Truman's avowed support, the outright $100,000 grant from Emerson and the possibility of similar donations from other manufacturers and philanthropic organizations like the Ford Foundation.

"I trust that other philanthropic foundations will study the unprecedented opportunity that lies in these reservations and will discover their own ways of speeding the construction and operation of stations . . . time is of the essence," Chairman Walker asserted.

"There are increasing indications that American education does not intend to lose these [242] assignments by default," he added, noting that starting June 3, 1953, requests may be filed for change of reservations to commercial assignments.

Eight Have Applied

The FCC Chairman said that of more than 500 applications filed for CPs, eight are for educational stations, with perhaps 200 for UHF channels. Educational institutions propose stations in Berkeley, Calif.; Miami, Fla.; Manhattan, Kan.; and Albany, Buffalo, New York City, Rochester and Syracuse, N. Y.

Turning to so-called "minority tastes," Chairman Walker held that "when proper attention is given . . . there will be a lessening of criticism of some aspects of our commercial broadcasting system." Educational outlets, he added, "will provide a missing ingredient in our national system." He continued:

It is short-sighted to suggest, as a few have, that these stations will mean unfair competition to commercial operation. On the contrary, the educational stations and the commercial stations throughout the land should complement each other.

I am glad to note that various leading broadcasters recognize this and they are assisting the educators in their communities in their plans for stations. Of course, I do not overlook the fact that these broadcasters are also motivated by the spirit of good citizenship in helping to give the children and the adults of their communities the very best educational service of the times.

I am sure that other broadcasters, after viewing this matter in broad perspective, will likewise contribute their knowledge and experience to this greatest advance in education in modern times.

Chairman Walker described the educators' goal as a "large-screen television receiving set in every one of our million classrooms within range of a television station," and said the medium "will pay for itself in efficiency and economy."

Chairman Walker lauded the Emerson firm for its $100,000 gift, to be divided equally among the first 10 non-commercial, educational stations, and the company's reminder to other manufacturers of the potential new markets for sets. He also traced the fight by the Joint Committee on Educational Television, praising both JCET and the Ford Foundation, which this year has set aside $145,000 for educational TV.

He also alluded to the June meeting [B•T, June 30] of FCC members with the Chief Executive and told institute members that the movement has the President's "hearty endorsement."

Comr. Hennock told Emerson distributors that "almost overnight the 18 million sets now in the hands of the public could become 18 million of our finest and best-equpiped classrooms, not to speak of the more than 50 million sets that will be sold in the next few years." Support of the manufacturing industry would be "an important addition to the constantly growing and widening support behind educational television," she added, commending Emerson and its president, Benjamin Abrams, for its educational grant.

Aside from the eight educational station applications already on hand, Comr. Hennock said the New York Board of Regents (which filed for five New York State stations) plans to apply for additional outlets in Binghamton, Ithaca, Malone, Poughkeepsie and Utica to complete a proposed state-wide network. Other groups are expected to file within "weeks or months," she added.

Emerson's plan to make outright gifts of $10,000 to each of the first ten educational TV station licensees to begin regular telecasting also was hailed by Comr. Hennock as "the most important step the industry has taken in the past 30 years."

Guest speaker at the Emerson anniversary dinner at the Waldorf-Astoria, New York, Comr. Hennock said that she expected the number of commercial applications to reach 1,000 by the year's end.

"In essence," she said, "the situation today approximates a log jam, made up in varying quantities of lack of information, inertia, vague educational fears about entering a new field, the resistance of vested interests, the pressures of those selfish interests who would profit by education's failure and, let us not forget, obstinacy of time itself.

"It is this log jam which must be broken, and once it is, educators can proceed forcefully and rapidly towards the full-scale development of educational television. Actions such as those taken by Emerson are precisely what the lumberjack ordered."

Manufacturers Should Lead

Turning again to the receiver-producing market, Comr. Hennock asserted that educational TV "means increased sales and it can mean such sales immediately—or at least as soon as these stations are built and put into operation." The FCC Commissioner explained:

. . . With an opportunity to help lead the way into new and unchartered fields, the set manufacturing industry should be among the forefront of those working to realize the vast public benefit inherent in television's use for educational purposes. Nor will its actions in this direction be without practical benefit to the industry itself. Here is an unprecedented opportunity to combine the public and the self-interest, to accomplish increased sales and a fine public service at one and the same stroke. For, manifestly, educational television operations will allow for a more rounded television service by providing programs that are in whole or in part unavailable on commercial stations.

They will thus be responsible for the sale of tens of thousands of receivers —making set buyers, for example, out of the many parents who look for something more constructive for their children over television and who may heretofore have refrained from purchasing sets because of the relative absence of an alternative programming directed toward the beneficial development of our young people.

Furthermore, educational stations being non-commercial may soon be built in many areas in which commercial stations will be delayed through intense competition and the resulting necessity for long and complicated hearings before the FCC; or where commercial stations will never be forthcoming due to the relative smallness of the population or the inadequacy of an economic base to support them. Educational stations would also be of benefit to the industry by helping to open the ultra-high (UHF) portion of the spectrum to full and regular operation.

Moreover, greater educational participation in television will mean large sales of sets to classrooms themselves (of which there are more than a million in our elementary and secondary schools alone)—for the classroom of the future will no more be without its TV set than it would its blackbroad . . .

CBS TV City Model

AN ESTIMATED 150,000 persons viewed the model of CBS' television City (scheduled to start operations in Hollywood Oct. 1) which was on display at R. H. Macy, New York, for two weeks ending last Friday, CBS-TV spokesmen reported. The model will be placed on exhibit at Kaufmann's department store in Pittsburgh for the week of July 21 and at Jordan Marsh's in Boston for the week of July 28.

I. E. SHOWERMAN

Heads TelePrompter Sales

I. E. (CHICK) SHOWERMAN, veteran broadcast executive, has been appointed vice president in charge of sales by TelePrompter National Sales Corp., organization newly formed to handle sales of TelePrompter equipment to TV stations in the United States and Canada.

Mr. Showerman

New company is a separate organization and not a subsidiary of TelePrompter Corp., which holds the patents and manufacturing rights for this TV cueing service. TelePrompter Corp. also retains the TV network and motion picture sales rights and all foreign sales rights except in Canada.

TelePrompters are licensed instead of being sold. CBS-TV was the first video network to secure the equipment under a $1 million five-year contract of which the first three years are firm at $200,000 a year. The other TV networks all have used the equipment on one or more occasions.

Station license fees will be based on the TV stations' own rate cards, with payment of one-fourth of the one-time evening hour Class A rate per week giving the station unlimited use of the instruments. A station set-up consists of four TelePrompters mounted on floor stands and a fifth attached to the camera. All five units are synchronized electrically so no actor can get ahead of his fellows. Copy to be read appears on glare-free yellow paper in letters just under an inch high.

Saving in rehearsal time, one of the major expenses of TV dramatic productions, was cited by Mr. Showerman as a primary advantage of the TelePrompter. He said a leading network TV dramatic series had cut rehearsal time from four to two days a week using this equipment. It also provides users with performances free from embarrassing fluff, he said, noting that because of the compact size and ease of locating the individual TelePrompters, use of these aids to memory usually is not revealed to the viewing audience.

Use of the TelePrompter at the Republican National Convention last week in Chicago, however, made this device familiar to every TV set owner in the land and, Mr. Showerman happily noted, to TV station owners, managers and program directors on his prospect list.

TelePrompter National Sales Corp. has established New York offices at 270 Park Ave. Telephone is Plaza 3-3846.

Mr. Showerman resigned from NBC in late 1950, after 22 years with the network, where he was vice president heading the Central Div., to join Free & Peters as vice president in charge of TV sales.

Television Applications Filed at FCC

(Continued from page 70)

$350,000. Post Office address: P. O. Box 119, Tulare. Studio location: ½ mi. North of Tulare-Lindsay Highway on Visalia-Mooney Blvd. Transmitter location: 3.5 mi. NE of center of Porterville, Calif. Geographic coordinates: 35° 05' 02" N. Lat., 118° 57' 32" W. Long. Transmitter DuMont, antenna GE. Studio equipment: DuMont. Legal counsel John P. Hearne, Hollywood. Consulting engineer Ron Oakley, La Canada, Calif. Sole owner is **Sheldon Anderson**, general manager of KCOK, KAFY Bakersfield and 15% owner of KYNO Fresno.

HARTFORD, Conn.—General Teleradio Inc., UHF Ch. 18 (494-500 mc); ERP 199.52 kw visual, 99.76 kw aural; antenna height above average terrain 1,154 ft., above ground 792 ft. Estimated construction cost $476,400, first year operating cost $370,370, revenue $437,746. Post Office address: 1440 Broadway, New York 18. Studio location: 54 Pratt St., Hartford. Transmitter location: Deercliff Rd., Hartford. Geographic coordinates: 41° 46' 52" N. Lat., 72° 48' 8" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Cyrus D. Samuelson, New York. Applicant operates WOR-AM-FM-TV New York. Principals include President **Thomas F. O'Neil**, vice president-director General Tire & Rubber Co. and chairman of board, MBS; Executive Vice President **Ward Ingrim**, vice president Don Lee Division of General Teleradio Inc.; Vice President **H. Linus Travers**, director of MBS; Vice President **Willet H. Brown**, director MBS; Vice President **Theodore C. Streibert**, vice president of WOR Division; **Rufus C. Maddux**, and Vice President **William H. Fineshriber**. Stockholders in General Teleradio Inc. are General Tire & Rubber Co., Akron, (90.01%), and R. H. Macy & Co., New York, (9.99%).

TAMPA, Fla. — Orange Television Bcstg. Co., VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 175 kw aural; antenna height above average terrain 750 ft., above ground 774 ft. Estimated construction cost $591,600, first year operating cost $436,200, revenue $424,000. Post Office address: P. O. Box 2940, Tampa, Fla. Studio location: Columbus Drive and 16th St. Transmitter location: U. S. Route 41 at Bloomingdale Road 7¾ mi. SE of Tampa. Geographic coordinates: 27° 53' 43" N. Lat., 82° 20' 28" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **David A. Falk** (45%), Vice President **James W. Warren** (5%), Treasurer **Jack D. Peters** (5%), Secretary **Cody Fowler** (8%), and **Frank E. Mandel** (30%).

WEST PALM BEACH, Fla. — Palm Beach Television Inc., VHF Ch. 5 (76-82 mc); ERP 65.7 kw visual, 32.8 kw aural; antenna height above average terrain 313 ft., above ground 350 ft. Estimated construction cost $306,591, first year operating cost $250,000, revenue $275,000. Post Office address: 1301 Harvey Bldg., West Palm Beach. Transmitter location: East side of Rt. 809, 2.84 mi. North of Okeechokee Road. Geographic coordinates: 26° 44' 53" N. Lat., 80° 06' 32" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **William H. Cook** (20%); Vice President **James Robert Meachem** (9%), owner of WEAT Lake Worth, Fla., and WELM Elmira, N. Y.; Secretary-Treasurer **Jeanne F. Cook**, and **Theodore Granik** (20%), owner of Bilmar Corp. (investments).

MACON, Ga.—Middle Georgia Bcstg. Co. (WBML-AM-FM), UHF Ch. 47 (668-674 mc); ERP 98.8 kw visual, 94.4 kw aural; antenna height above average terrain 496 ft., above ground 437 ft. Estimated construction cost $255,300, first year operating cost $340,000, revenue $300,000. Post Office address: 230 Second Street, Macon. Studio location: 230 Second Street, Macon. Transmitter location: 2300 Block of Pio Nono Ave. Geographic coordinates: 32° 49' 03" N. Lat., 83° 39' 53" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Ernest D. Black** (33⅓%), Vice President, Secretary-Treasurer **Emmett G. McKenzie** (33⅓%), Executive Vice President **Allen M. Woodall** (33⅓%). Each of above is 25% stockholder in Radio Augusta Inc., licensee of WRDW Augusta, which has filed for UHF Channel 28 at Augusta [B•T, July 7].

THOMASVILLE, Ga. — E. D. Rivers Sr., VHF Ch. 6 (82-88 mc); ERP 1.92 kw visual, 0.96 kw aural; antenna height above average terrain 335 ft., above ground 355 ft. Estimated construction cost $110,335, first year operating cost $60,000, revenue $75,000. Post Office address: E. D. Rivers Sr., Lakeland, Ga. Studio location: Bank of Thomas County Bldg. Transmitter location about 1 mi. NE of center of Thomasville. Geographic coordinates: 30° 50' 55" N. Lat., 80° 57' 12" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Sole owner is **Eurith Dickinson Rivers Sr.**, president and majority stockholder of WOBS Jacksonville, Fla., chairman of board and majority stockholder of WLBS Birmingham, Ala., and president and majority stockholder of WMIE Miami, Fla.

VALDOSTA, Ga. — WGOV-TV Inc. (WGOV), UHF Ch. 37 (608-614 mc); ERP 97.9 kw visual, 48.9 kw aural; antenna height above average terrain 321 ft., above ground 342 ft. Estimated construction cost $167,000, first year operating cost $75,000, revenue $125,000. Post Office address: Daniel Ashley Hotel, Valdosta. Studio and transmitter location: Near Kinderlou, Ga. Geographic coordinates 30° 48' 07" N. Lat., 83° 21' 36" W. Long. Transmitter RCA, antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta. Principals include President **E. D. Rivers Jr.** (99.97%), president of WEAS Decatur, Ill., WJIV Savannah, Ga., KWEM West Memphis, Ark., and WGOV; Vice President **W. H. Keller Jr.** (0.01%); Vice President **A. B. Smith** (0.01%), and Secretary-Treasurer **H. E. Ulmer** (0.01%).

ROCKFORD, Ill.—Winnebago Television Corp., UHF Ch. 39 (620-626 mc); ERP 15.3 kw visual, 7.65 kw aural; antenna height above average terrain 641.6 ft., above ground 691.2 ft. Estimated construction cost $180,000, first year operating cost $75,000, revenue $80,000. Post Office address: 190 North State St., Chicago. Studio location to be determined. Transmitter location: On U. S. 20, 2.2 miles W. of Rockford. Geographic coordinates: 42° 16' 56" N. Lat., 89° 10' 15" W. Long. Transmitter and antenna RCA. Legal counsel Krooth & Altman, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Harry Balaban** and Assistant Secretary-Treasurer **Elmer Balaban**, who jointly own the H&E Balaban Corp., motion picture theatre and exhibition concern, which owns 50% of applicant. Both have identical interests in Esquire Theatre; Assistant Treasurer **Irwin Dubinsky** (18.75%), 75% owner of River Lane Amusement Corp., drive-in theatre; **Rosalind Dubinsky** (18.75%) (wife of Irwin Dubinsky); and **H. W. Dubinsky** (12.5%).

FORT WAYNE, Ind. — Fort Wayne Television Corp., UHF Ch. 33 (584-590 mc); ERP 282 kw visual, 141 kw aural; antenna height above average terrain 479 ft., above ground 500 ft. Estimated construction cost $392,378, first year operating cost $300,000, revenue $325,000. Post Office address: 231 South LaSalle St., Chicago. Studio and transmitter location: 121 W. Jefferson St. Geographic coordinates: 41° 04' 30" N. Lat., 85° 08' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Cohn and Marks, Washington. Consulting engineer E. C. Page, Washington. Principals include President **P. J. Dee**, president and 8% owner of Alliance Theatres Corp., which owns 100% of applicant; Vice President **S. J. Gregory**, vice president of Alliance Theatres; Secretary **William J. Friedman**, 1.1% owner of Independent Bcstg. Co., licensee of KOIA Des Moines and WLOL Minneapolis and assistant secretary and 3% owner of Alliance Theatres; Treasurer **Herbert L. Stern Sr.**, treasurer and 14% owner of Alliance Theatres.

INDIANAPOLIS, Ind.—Television Indianapolis Inc., VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,003 ft., above ground 1,035 ft. Estimated construction cost $699,345, first year operating cost $567,000, revenue $585,000. Post Office address 810 Fletcher Trust Bldg., Indianapolis. Studio location 3003 Kessler Bldg. Transmitter location Prospect St. and County Line Road. 11 mi. East of Indianapolis, 1.2 mi. North of Julietta. Geographic coordinates 39° 45' 15" N. Lat., 85° 57' 24" W. Long. Transmitter, RCA, antenna, RCA. Legal counsel, Bernard Koteen, Washington. Consulting engineer, Jansky & Bailey, Washington. Principals include President **J. E. Cain** (5.6%), president of P. R. Mallory Inc. (electrical manufacturing), Indianapolis; Vice President **Hulbert Taft Jr.**, executive vice president of WKRC-AM-FM-TV Cincinnati; Treasurer **James A. Gloin**, executive vice president of L. S. Ayres & Co. (department store), Indianapolis; Secretary **Lyman S. Ayres** (3.2%), president of WXLW Indianapolis and vice president of L. S. Ayres & Co.; **Samuel R. Sutphin** (6.6%), vice president of WXLW and vice president of Beveridge Paper Co., Indianapolis; **Dudley V. Sutphin** (6.2%), treasurer of WXLW and president of Toledo Paper Stock Co., Toledo, Ohio, and vice president of American Paper Stock Co., Indianapolis, and **Stephen A. Cisler** (1.4%), president of KEAR San Mateo, Calif., and KXKX San Francisco, and vice president of WKYW, Louisville, WXGI Richmond, Va., and WILB Williamsburg, Va. **P. R. Mallory & Co., WXLW** and **WKRC** each have 20% interest in applicant.

INDIANAPOLIS, Ind.—WIBC Inc., VHF Ch. 13 (210-216 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 1,016 ft., above ground 950 ft. Estimated construction cost $739,547, first year operating cost $779,677, revenue $950,929. Post Office address: 30 W. Washington St., Indianapolis 6, Ind. Studio location: 30 W. Washington St., Indianapolis 6, Ind. Transmitter location on W. side of S. Franklin Rd. between E. Raymond St. & Hwy. No. 52. Geographic coordinates: 39° 44' 39" N. Lat., 86° 01' 40" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President and General Manager **Richard M. Fairbanks** (51%), Vice President **Mary C. Fairbanks**, Secretary-Treasurer **M. H. Geiger**, and Directors **Charles W. Fairbanks** (8.1%), **Adelaide F. Causey** (16.3%) and **Cornelia F. Ericourt**, (8.1%).

† **WATERLOO, Iowa — Black Hawk Bcstg. Co. (KWWL)**, VHF Ch. 7 (174-180 mc); ERP 26.60 kw visual, 14.30 kw aural; antenna height above average terrain 493 ft., above ground 587 ft. Estimated construction cost $259,384, first year operating cost $214,718, revenue $250,060. Post Office address: Hotel Russell Lamson, Waterloo. Studio and transmitter location: Westfield Avenue, Waterloo. Geographic coordinates: 42° 30' 14" N. Lat., 92° 21' 51" W. Long. Transmitter GE, antenna GE. Legal counsel Roberts & McInnis, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Ralph J. McElroy**, (50%); Vice President **Donald M. Graham** (2%); Directors **Robert Buckmaster** (6%), Vivian **Johnson**, (2%), **Robert Dunkelberg**, (2%), and **C. K. Cropper**, (3%), Treasurer **E. Harslund**, (3%), and Secretary **Glen B. Beers**, (1%).

† **KANSAS CITY, Kan.—The KCKN Bcstg. Co. (KCKN)**, VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 875 ft., above ground 804 ft. Estimated construction cost $962,357, first year operating cost $447,839, revenue $561,781. Post Office address: 901 North 8th St., Kansas City. Studio location: 901 North 8th St. Transmitter location: 79th and Delmar. Geographic coordinates: 38° 59' 12" N. Lat., 94° 38' 09" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **W. A. Bailey** (1%), Vice President **Joseph H. Storey Jr.** (1%), Secretary-Treasurer **Leona Nichols** (1%). Capper Publications Inc., publisher of *Kansas City Kansan* of which Mr. Bailey is editor and manager, owns 94% of applicant and of Topeka Bcstg. Assn., licensee of WIBW Topeka.

WICHITA Kan.—The C. W. C. Co., UHF Ch. 16 (482-488 mc); ERP 198 kw visual, 105 kw aural; antenna height above average terrain 666 ft., above ground 642 ft. Estimated construction cost $379,245, first year operating cost $120,000, revenue $120,000. Post Office address: 1806 Baltimore Ave., Kansas City 8, Mo. Studio and transmitter location: 1701 E. 61st St., Wichita, Kans. Geographic coordinates 37° 47' 40" N. Lat., 97° 18' 55" W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Stanley H. Durwood** (100%), theatre operator in Kansas and Missouri, and Vice President **Henry S. Ungerleider**, 50% owner of Ungerleider & McGhan, theatre ticket equipment company.

WICHITA, Kan. — Wichita Beacon Bcstg. Co. (KWBB), UHF Ch. 16 (482-488 mc); ERP 174 kw visual, 87 kw aural; antenna height above average terrain 448 ft., above ground 490 ft. Estimated construction cost $321,785, first year operating cost $225,000, revenue $240,000. Post Office address: 2829 Salina Ave., P. O. Box 486, Wichita. Studio and transmitter location: 2829 Salina Ave. Geographic coordinates: 27° 44' 15" N. Lat., 97° 21' 15" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer E. C. Page, Consulting Radio Engineers, Washington. Principals include **Beacon Publishing Co.**, Wichita, 33⅓%; Vice President **John M. Hall**, vice president and general manager of KWBB, 33⅓%. President **Lovis Levand** owns 40% of Beacon Publishing Co., **Max Levand** owns 40% of Beacon Publishing Co., and **John R. Levand** owns 20% of Beacon Publishing Co.

† **WICHITA, Kan.—Wichita Television Corp. Inc.**, VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 676 ft., above ground 752 ft. Estimated construction cost $460,626.89, first year operating cost $371,891.80, revenue $473,845.80. Post Office address: Suite 520, Fourth National Bank Bldg., Wichita. Studio location: 1700 E. Douglas Ave., Wichita. Transmitter location: Hydraulic Ave. & Victor St. (rear of studio). Geographic coordinates: 37° 41' 11" N. Lat., 97° 18' 58" W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer George C. Davis, Washington. Principals include President **George M. Brown** (24.9%), president-general manager, Wichita Ice & Cold Store Co.; Vice President **William J. Moyer** (6.8%), former Lt. Comdr., U. S. Navy; Secretary-Treasurer **Daniel M. Moyer** (1.8%), lawyer; **Helen P. Brown** (22.6%), director and owner of 45% interest in the Crystal Ice & Fuel Co., Wichita; Capt. **Charles L. Brown** (10%), U. S. Air Force Reserve on extended active duty.

ASHLAND, Ky.—Polan Industries, UHF Ch. 59 (740-746 mc); ERP 250 kw visual 125 kw aural; antenna height above average terrain 468 ft., above ground 224 ft. Estimated construction cost $311,000, first year operating cost $150,000, revenue $160,000. Post Office address 321 8th St., P. O. Box 1720, Huntington, W. Va. Studio location Ashland, Ky. Transmitter location North Kenova, Ky. Geographic coordinates 38° 24' 40" N. Lat., 82° 33' 54" W. Long. Transmitter GE, antenna GE. Legal counsel, McKenna & Wilkinson, Washington. Consulting engineer, A. D. Ring & Co., Washington. Principals include equal partners **Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Charles M. Polan M.D.** and **Lake Polan Jr.** all of Huntington. E. G. Polan is 20% stockholder in Huntington Bcstg. Co. (WPLH-AM-FM).

LEXINGTON, Ky.—American Bcstg. Corp. (WLAP), UHF Ch. 27 (548-554 mc); ERP 247 kw visual, 129 kw aural; antenna height above average terrain 623 ft., above ground 525 ft. Estimated construction cost $394,406, first year operating cost $240,000, revenue not estimated. Post Office address: Radio Bldg., Lexington. Studio and transmitter location: Northern Belt Line and Liberty Road. Geographic coordinates: 38° 01' 50" N. Lat., 84° 26' 59" W. Long. Transmitter, and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include Board Chairman **J. Lindsay Nunn** (50.23%), 23% owner of WBIR Knoxville, 50% owner of WCMI Ashland, Ky., and former 33.5% owner of KFDA Amarillo (sold June 1952); President **Gilmore N. Nunn** (40.77%), 52% owner of WBIR, 50% owner of WCMI and former 59% owner of KFDA, and Vice President **J. Ed Willis** (4.8%), general manager of WLAP.

BOGALUSA, La. — Enterprise Pub. Co. (WIKC), UHF Ch. 39 (620-626 mc); ERP 19.5 kw visual, 10.5 kw aural; antenna height above average terrain 284 ft., above ground 346 ft. Estimated construction cost $240,500, first year operating cost $50,000, revenue $75,000. Post Office address: Bogalusa, La. Studio and transmitter location: On Highway 35, Bogalusa. Geographic coordinates 30° 47' 30" N. Lat., 89° 49' 39" W. Long. Transmitter GE, antenna GE. Consulting engineer Jansky & Bailey, Washington. Principals include General Partners **William C. Moss** (50%) and **Dorothy Moss Siegelin** (50%).

(Continued on page 74)

XUM

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- KRON-TV presents the largest number of top-rated shows—more than the other two stations combined *(Pulse)*
- With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage

**except Saturday daytime*

For Station Achievement

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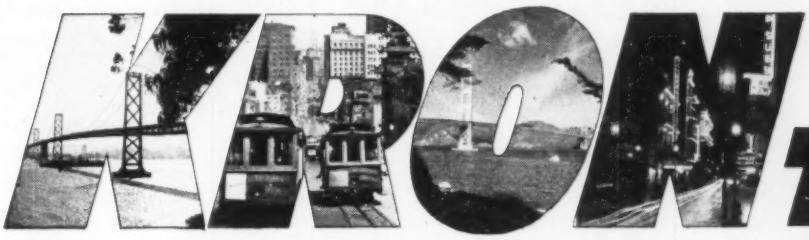

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Please send me complete information.

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Street_____

City_____ State_____

Television Applications Filed at FCC

(Continued from page 72)

† **LAKE CHARLES, La. — Calcasieu Bcstg. Co. (KPLC)** VHF Ch. 7 (174-180 mc); ERP 45.5 kw visual, 22.25 kw aural; antenna height above average terrain 538 ft., above ground 577 ft. Estimated construction cost $250,820 first year operating cost $175,000, revenue $175,000. Post Office address P.O. Box 1521, Lake Charles. Studio location 333 Pubjo St. Transmitter location Maplewood Rd. at Columbia Southern Rd. 4.3 mi. W. of Lake Charles. Geographic coordinates 30° 13' 43" N. Lat., 93° 17' 16" W. Long. Transmitter and antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include the following partners: **T. B. Lanford** (33⅓%), 50% owner of Red River Valley Bcstg. Corp., licensee of KRRV Sherman, Tex., 50% owner of Standard Life Bcstg. Corp., licensee of WSLI Jackson, Miss., 47.2% owner of Alexandria Bcstg. Corp., licensee of KALB Alexandria, La., and 48% owner of Radio Station KRMD, licensee of KRMD Shreveport, La.; **L. M. Sepaugh** (33⅓%), 24% owner of the Standard Life Bcstg. Corp.; **R. M. Dean** (16⅔%), 48% owner of Radio Station KRMD; and Viola Lipe Dean Trust (16⅔%) by R. M. Dean.

LAKE CHARLES La.—Sowela TV Inc. (KLOU), VHF Ch. 7 (174-180 mc); ERP 108 kw visual, 54 kw aural; antenna height above average terrain 459 ft., above ground 500 ft. Estimated construction cost $351,440, first year operating cost $200,000, revenue $150,000. Post Office address P. O. Box 288, Lake Charles, La. Studio and transmitter location 1212 Third St. Geographic coordinates 30° 13' 27" N. Lat., 93° 12' 07" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Charles Ray Grein,** Vice President **John L. Vath** and Secretary-Treasurer **Sara M. Anderson.** Southern Construction Corp. holds 75% interest in applicant and The Pelican Bcstg. Co., licensee of KLOU, holds remaining 25%.

SHREVEPORT, La.—Southland Television Co. (KCIJ) VHF Ch. 12 (204-210 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 581 ft., above ground 573 ft. Estimated construction cost $274,247, first year operating cost $250,000, revenue $280,000. Post Office address % Radio Station KCIJ, 710 Milam St., Shreveport. Studio location to be determined. Transmitter location 2 mi East of Morningsport, La. Geographic coordinates 32° 41' 29" N. Lat., 93° 55' 42" W. Long. Transmitter and antenna RCA. Legal counsel Abe Stein, Washington, D. C. Consulting engineer Lynne C. Smeby, Washington, D. C. Principals include President **Lester Kamin,** sole owner of Kamin Advertising Agency, Houston, Tex., (25%), Vice President **John H. Pace,** general manager KCIJ, Shreveport, (25%), Vice President **Pat Coon,** partner in Clark, Coon, Holt, & Fisher, attorneys in Dallas, Tex., (25%), and Secretary **Billy B. Goldberg,** Dallas, Tex., attorney, (25%).

SPRINGFIELD, Mass. — Springfield Television Bcstg. Corp., UHF Ch. 61 (752-758 mc); ERP 116 kw visual, 58 kw aural; antenna height above average terrain 976 ft., above ground 122 ft. Estimated construction cost $265,000, first year operating cost $250,000, revenue $225,000. Post Office address 1387 Main St., Springfield. Transmitter location on Mt. Tom, 1.75 mi. NW of Holyoke. Geographic coordinates 42° 14' 32" N. Lat., 72° 38' 56" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Roger L. Putnam** (18.3%), chairman of board package Machinery Co., East Longmeadow; Treasurer **William L. Putnam** (5.7%), manager Springfitld Chamber of Commerce, and **Dr. Charles L. Furcolo** (14.6%), M. D. **WSPR** Springfield owns 19.2% of applicant.

COLUMBIA, Mo. — KMMO Inc. (KMMO), VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,107 ft., above ground 1,074 ft. Estimated construction cost $596,500, first year operating cost $213,220, revenue $152,500. Post Office address 201 S. 7th St., Columbia. Studio location not specified. Transmitter location on Highway 63, 7 mi. SE of Columbia near Deer Park. Geographic coordinates 38° 52' 10" N. Lat., 92° 15' 25" W. Long. Transmitter and antenna RCA. Legal counsel William W. Beckett, Columbia, Mo. Consulting engineer A. D. Ring & Co., Washington. Principals include President **F. V. Heinkel** (5%), 1st Vice President **B. M. Seaman** (5%), 2d Vice President and General Manager **J. M. Silvey** (50%), 3d Vice President **A. D. Sappington** (5%) and Treasurer **Paul Keithly** (5%).

GREAT FALLS, Mont — Buttrey Bcstg. Inc. (KFBB), VHF Ch. 5 (76-82 mc); ERP 9.4 kw visual, 4.7 kw aural; antenna height above average terrain 105 ft., above ground 285 ft. Estimated construction cost $178,800, first year operating cost $150,000, revenue $75,000. Post Office address First National Bank Bldg., Great Falls, Mont. Studio and transmitter location 300 Central Ave. Geographic coordinates 47° 30' 29" N. Lat., 111° 17' 28" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Archer S. Taylor, Missoula, Mont. Principals include President **Frcd Birch** (58.8%), Vice President **E. F. Galt** (1.7%) and Secretary-Treasurer **Lee M. Ford** (1.7%). **The Fairmont Corp.** owns 23.8% of applicant.

OMAHA, Nebr.—Inland Bcstg. Co. (KBON) VHF Ch. 7 (174-180 mc); ERP 228 kw visual, 114 kw aural; antenna height above average terrain 600 ft. above ground 498 ft. Estimated construction cost $343,223, first year operating cost $440,000 revenue $600,000. Post Office address World Insurance Bldg., Omaha. Studio and transmitter location 39th and Oak Sts. Geographic coordinates 41° 13' 57" N. Lat., 95° 58' 05" W. Long. Transmitter and antenna RCA. Legal Counsel Fisher, Wayland, Duvall and Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Chairman of the Board **John K. Morrison** (44%), President **Paul R. Fry** (18%), Vice President **Arthur Baldwin** (26%), Secretary-Treasurer **Emory H. Dahlgard** (3%). Applicant is also licensee of KOLN Lincoln, Neb.

† **LAS VEGAS, Nev. — Desert Television Co. (KRAM),** VHF Ch. 13 (210-216 mc); ERP 2.48 kw visual, 1.24 kw aural; antenna height above average terrain 203 ft., above ground 357 ft. Estimated construction cost $146,615, first year operating cost $131,533, revenue $175,000. Post Office address: P. O. Box 1712. Studio and transmitter location: 1516 Fremont St., Las Vegas. Geographic coordinates 36° 09' 49" N. Lat., 115° 07' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **Edward J. Jansen** and/or **Edith Jansen** (9.92%), president of KRAM Las Vegas; Vice President **Otto Stoehr** (0.15%); Secretary-Treasurer **Truman B. Hinckle** (0.05%), general manager of KRAM, and **Huntridge Theatres Inc.** (real estate and theatre development), Las Vegas, (88.82%).

RENO, Nev.—Nevada Radio-TV Inc. (KWRM). VHF Ch. 8 (180-186 mc); ERP 3.04 kw visual, 1.56 kw aural; antenna height above average terrain —455 ft., above ground 217 ft. Estimated construction cost $160,720, first year operating cost $104,400, revenue $132,000. Post Office address Riverside Hotel, Reno. Studio location 19 S. Virginia St. Transmitter location East 2nd St. ¼ mi. E. of Kistoke Lake. Geographic coordinates 39° 31' 45" N. Lat., 119° 47' 03" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington, D. C. Consulting engineer Craven, Lohnes & Culver, Washington, D. C. Principals include President **Kenyon Brown** (50%), 20% owner of the Rowley-Brown Bcstg. Co., licensee of KEPO, El Paso, Texas, KWFT-AM-FM, Wichita Falls, Tex., Secretary-Treasurer **Donald W. Reynolds** (50%), president and 66⅔% owner of Southwest Publishing Co., licensee of KFSA-AM-FM Fort Smith, Ark.

ROSWELL, N. M.—John A. Barnett, VHF Ch. 8 (180-186 mc); ERP 110 kw visual, 55 kw aural; antenna height above average terrain 903 ft., above ground 783 ft. Estimated construction cost $314,722, first year operating cost $100,000, revenue $110,000. Post Office address: Box 670, Roswell, N. M. Studio location: 1719 West 2nd St., Roswell. Transmitter location: On Comanche Hill. Geographic coordinates 33° 24'

(Continued on page 81)

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Model 105-507 Autodryaire* Dehydrator, illustrated here, is a proper companion for the well engineered TV transmitting installation. It is highly efficient for purging and maintaining gas filled transmission lines. It has sufficient capacity to do the job and do it well for years. Operation is automatic. Clean air, at lowest dewpoints, is supplied continuously.

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ANA Charts Cost Of Spot Placing

(Report 224)

COST of putting a 20-second film spot within reach of 1,000 viewing families during Class A time last January ranged from a maximum of $1.54 (calculated at the one-time rate before any discount) to a minimum of $0.04 (after all discounts), according to a table published last week by the Assn. of National Advertisers.

Prepared by the ANA Radio and Television Steering Committee for the use of ANA members, the table shows, for each TV station, the maximum and minimum costs per 20-second Class A spot and the cost per thousand sets, as of Jan. 1, 1951, and Jan. 1, 1952. Stations are grouped by seven-station, four-station, three-station, two-station and single-station cities.

A foreword points out committee recognition that "advertisers are primarily concerned with delivered circulation, which varies with the number and character of programs, including those adjoining and competing; and other factors. It was the Committee's opinion, however, that a study of this type based on actual audiences was impractical—both because of these variables and because comparable and projectable audience data were not uniformly available.

"This compilation, therefore, is based on potential circulation as measured by the number of sets in each station area—the only generally accepted and common standard obtainable for all stations. Members will need to keep this in mind in judging the significance of the cost differences shown by the table."

The 20-second film spot was chosen for the unit as "the most common type used by national advertisers," the Committee states, with evening time chosen for the same reason. Wide variations in the discounts offered by TV stations led to the inclusion of both maximum and minimum costs in the tabulation.

Copies of the study have been mailed to all ANA members. Nonmembers can get them for $1 a copy from ANA headquarters, 285 Madison Ave., New York 17.

* * *

Emory U. Reports TV Impact in Atlanta

SOCIAL IMPACT of TV on Atlanta homes was the subject of a $2,000 study completed by the journalism division of Emory U. there in which 200 families were questioned about the effect of television on their daily lives.

The study indicated newspaper reading has increased among all Atlanta families, 40% of which owned TV sets in 1951, although the increase had not been as great in TV homes as in non-TV homes. Television families read more books and magazines and own more radios than do others, but they read less books and attended less movies than they did before TV, the report said.

Children go to bed later in TV homes, and although they do less home study, they get as good grades in school, as much exercise as before TV and their general attentiveness has increased, parents said.

Raymond Stewart, who directed the research, said the TV set owner still is active socially, especially after the initial period of ownership. Other Atlantans said TV "makes us stay home more," and cuts down on family conversation, Mr. Stewart reported.

The study was supervised by Dr. Raymond B. Nixon, then head of Emory's journalism division, and now a journalism professor at the U. of Minnesota.

Weekly Television Summary—JULY 14, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914
Binghamton	WNBF-TV	78,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	150,000
Boston	WBZ-TV, WNAC-TV	904,185
Buffalo	WBEN-TV	271,057
Charlotte	WBTV	227,271
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,157,337
Cincinnati	WCPO-TV, WKRC-TV, WLWT	354,000
Cleveland	WEWS, WNBK, WXEL	628,540
Columbus	WBNS-TV, WLWC, WTVN	234,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	176,861
Davenport	WOC-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	240,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth, Dallas	WBAP-TV, KRLD-TV, WFAA-TV	176,861
Grand Rapids	WOOD-TV	217,981
Greensboro	WFMY-TV	118,459
Houston	KPRC-TV	160,000
Huntington-Charleston	WSAZ-TV	95,637
Indianapolis	WFBM-TV	240,000
Jacksonville	WMBR-TV	60,000
Johnstown	WJAC-TV	154,297
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	210,105
Lancaster	WGAL-TV	154,733
Lansing	WJIM-TV	100,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,272,568
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	21,500
Memphis	WMCT	136,784
Miami	WTVJ	119,500
Milwaukee	WTMJ-TV	336,433
Minn.-St. Paul	KSTP-TV, WTCN-TV	323,500
Nashville	WSM-TV	73,758
New Haven	WNHC-TV	286,000
New Orleans	WDSU-TV	97,912
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	122,313
Oklahoma City	WKY-TV	134,676
Omaha	KMTV, WOW-TV	130,313
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,052,259
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	448,000
Providence	WJAR-TV	218,500
Richmond	WTVR	127,006
Rochester	WHAM-TV	149,000
Rock Island	WHFB-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	80,206
San Antonio	KEYL, WOAI-TV	84,730
San Diego	KFMB-TV	137,750
San Francisco	KGO-TV, KPIX, KRON-TV	395,000
Schenectady-Albany-Troy	WRGB	215,000
Seattle	KING-TV	148,500
St. Louis	KSD-TV	402,000
Syracuse	WHEN, WSYR-TV	180,062
Toledo	WSPD-TV	186,000
Tulsa	KOTV	119,800
Utica-Rome	WKTV	71,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	369,579
Wilmington	WDEL-TV	110,153

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 17,668,717

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

SO YOU WANT MORE FOR YOUR MONEY...

Telepulse Report for the first week in June shows WSB-TV carrying 7 out of the top 10 once-a-week shows and 9 out of the top 10 multi-weekly shows. This report covers metropolitan Atlanta only. So for a more accurate evaluation of the advertising dollar being invested in Atlanta television there is an additional consideration. Telecasting with 50,000 watts from a 1,062-foot tower over Channel 2, WSB-TV takes you into thousands of homes no other station in this area can touch. You get more for your money on WSB-TV... *far more.*

wsb-tv
ATLANTA, GEORGIA

Affiliated with The Atlanta Journal and Constitution. Represented by Petry

Modified City Allocations

(Continued from page 69)

	Ch. No.
Canon City	36
Colorado Springs	11, 13, *17+, 23+
Craig	19
Delta	24—
Denver	2, 4—, *6—, 7, 9—, 20, 26+
Durango	6+, 15
Fort Collins	44+
Fort Morgan	15+
Grand Junction	5—, 21+
Greeley	50
La Junta	24
Lamar	18—
Leadville	14+
Longmont	32
Loveland	38
Montrose	10+, 18
Pueblo	3—, 5, *8, 28—, 34—
Salida	25
Sterling	25—
Trinidad	21—
Walsenburg	30—

CONNECTICUT

Bridgeport	43—, 49—, *71
Hartford	3+, 18—, *24
Meriden	65—
New Britain	30+
New Haven	8+, 59+
New London	26+, 81
Norwalk (see Stamford)	
Norwich	57+, *63—
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 53—, *59—

DISTRICT OF COLUMBIA

Washington	4+, 5, 7+, 9—, 20+, *26—

FLORIDA

Belle Glade	25—
Bradenton	28—
Clearwater	32+
Daytona Beach	2—
De Land	44+
Fort Lauderdale	17—, 23—
Fort Myers	11+
Fort Pierce	19
Gainesville	*5+, 20+
Jacksonville	4+, *7, 12—, 30+, 36—
Key West	14+, 20
Lake City	33+
Lakeland	16+, 22+
Lake Wales	14
Leesburg	26—
Marianna	17+
Miami	*2, 4, 7—, 10+, 27+, 33
Ocala	15+
Orlando	6—, 9, 18, *24
Palatka	17
Panama City	7+, *30, 36+
Pensacola	3+, 15—, *21, 46
Quincy	54+
St. Augustine	25+
St. Petersburg (see Tampa)	
Sanford	35+
Sarasota	34+
Tallahassee	*11—, 24+, 51
Tampa-St. Petersburg	*3, 8—, 13—, 38
West Palm Beach	5, 12, *15, 21+

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60—
Atlanta	2, 5—, 11+, *30, 36
Augusta	6+, 12+
Bainbridge	35—
Brunswick	28+, 34—
Cairo	45+
Carrollton	33
Cartersville	63—
Cedartown	53—
Columbus	4, 28, *34
Cordele	43
Dalton	25+
Douglas	32—
Dublin	15
Elberton	16+
Fitzgerald	23
Fort Valley	18+
Gainesville	52
Griffin	39+
La Grange	50
Macon	13—, *41+, 47+
Marietta	57+
Milledgeville	51+
Moultrie	48—
Newnan	61+
Rome	9, 59
Savannah	3—, *9—, 11
Statesboro	22
Swainsboro	20—
Thomasville	6, 27
Tifton	14—
Toccoa	35
Valdosta	37+
Vidalia	26
Waycross	16

IDAHO

Blackfoot	33
Boise	*4+, 7, 9—
Burley	15—
Caldwell	2
Coeur d'Alene	12—
Emmett	26—
Gooding	23
Idaho Falls	3, 8+
Jerome	17
Kellogg	33—
Lewiston	3—
Moscow	*15
Nampa	6, 12+
Payette	14+
Pocatello	6—, 10
Preston	41
Rexburg	27+
Rupert	21—
Sandpoint	9+
Twin Falls	11, 13—
Wallace	27—
Weiser	20—

ILLINOIS

Alton	48
Aurora	16
Belleville	54+
Bloomington	15—
Cairo	24—
Carbondale	34, *61—
Centralia	32+, 59+
Champaign-Urbana	3+, *12—, 21, 27, 33
Chicago	2—, 5, 7, 9+, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23+
De Kalb	*67
Dixon	47+
Elgin	28+
Freeport	23
Galesburg	40—
Harrisburg	22
Jacksonville	29
Joliet	48+
Kankakee	14
Kewanee	60—
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46—
Moline (see Davenport, Iowa)	
Mt. Vernon	38—
Olney	16—
Pekin	49+
Peoria	8, 19, *37—, 43+
Quincy	10—, 21+
Rockford	13+, 39+, *45+
Rock Island (see Davenport, Iowa)	
Springfield	2+, 20+, *26—
Steator	65—
Urbana (see Champaign)	
Vandalia	28—
Waukegan	22+

INDIANA

Anderson	61
Angola	15+
Bedford	39
Bloomington	4, *30—, 36
Columbus	42—
Connersville	38+
Elkhart	52
Evansville	7, 50—, *56, 62
Fort Wayne	21+, *27+, 33—
Gary	50, *66
Hammond	56—
Indianapolis	6, 8—, 13—, *20—, 26+, 67—
Jasper	19+
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25—
Marion	29+
Michigan City	62+
Muncie	49, 55+, *71
Richmond	32—
Shelbyville	58+
South Bend	34—, *40+, 46
Tell City	31—
Terre Haute	10, *57+, 63—
Vincennes	44+
Washington	60+

IOWA

Algona	37+
Ames	5, 25—
Atlantic	45—
Boone	19—
Burlington	32—, 38+
Carroll	39
Cedar Rapids	2, 9—, 20—, *26+
Centerville	31—
Charles City	18—
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Illinois	4+, 6+, *30+, 36+, 42—
Decorah	44+
Des Moines	8—, *11+, 13—, 17+, 23—
Dubuque	56+, 62—
Estherville	24+
Fairfield	54
Fort Dodge	21
Fort Madison	50+
Grinnell	46+
Iowa City	*12+, 24—
Keokuk	44—
Knoxville	33—
Marshalltown	49
Mason City	3+, 35—
Muscatine	58
Newton	29—
Oelwein	28
Oskaloosa	52+
Ottumwa	15+
Red Oak	32+
Shenandoah	20+
Sioux City	4—, 9, *30, 36—
Spencer	42+
Storm Lake	34+
Waterloo	7+, 16—, *22—
Webster City	27

KANSAS

Abiline	31+
Arkansas City	49
Atchison	60+
Chanute	50—
Coffeyville	33—
Colby	22—
Concordia	47—
Dodge City	6+, 23
El Dorado	55+
Emporia	39—
Fort Scott	27
Garden City	9, 11+
Goodland	31
Great Bend	2, 28
Hays	7—, 20—
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15—
Lawrence	*11, 17—
Leavenworth	54—
Liberal	14
McPherson	26—
Manhattan	*8, 23+
Newton	14+
Olathe	52—
Ottawa	21—
Parsons	46—
Pittsburg	7+, 38—
Pratt	36+
Salina	34
Topeka	13+, 42, *48+
Wellington	24—
Wichita	3—, 10—, 16—, *22+
Winfield	43+

KENTUCKY

Ashland	59—
Bowling Green	3, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	23
Frankfort	43—
Glasgow	28+
Harlan	36—
Hazard	19—
Hopkinsville	20
Lexington	27—, 33+
Louisville	3—, 11+, *15, 21—, 41—, 51—
Madisonville	26
Mayfield	49—
Maysville	24+
Middlesborough	57, 63+
Murray	33—
Owensboro	14—
Paducah	6+, 43
Pikeville	14—
Princeton	45—
Richmond	60
Somerset	22—
Winchester	37+

LOUISIANA

Abbeville	42—
Alexandria	5, 62+
Bastrop	53+
Baton Rouge	10, 28, *34, 40—
Bogalusa	39
Crowley	21+
De Ridder	14
Eunice	64—
Franklin	46+
Hammond	51+
Houma	30+
Jackson	18—
Jennings	48
Lafayette	38—, 67—
Lake Charles	7—, *19, 25
Minden	30
Monroe	8+, 43+
Morgan City	36+
Natchitoches	17+
New Iberia	15+
New Orleans	*2, 4+, 6+, 20—, 26, 32+, 61
Oakdale	54+
Opelousas	58
Ruston	20
Shreveport	3—, 12
Thibodaux	24
Winnfield	22—

MAINE

Auburn	23+
Augusta	10,— 29+
Bangor	2—, 5—, *16—
Bar Harbor	22—
Bath	65
Belfast	41—
Biddeford	59
Calais	7, 20—
Dover-Foxcroft	18+
Fort Kent	17+
Houlton	24
Lewiston	8—, 17
Millinocket	14+
Orono	*12—
Portland	6+, 13+, *47—, 53+
Presque Isle	8, 19
Rockland	25—
Rumford	55—
Van Buren	15—
Waterville	35+

MARYLAND

Annapolis	14—
Baltimore	2+, 11—, 13+, 18, *24+, 30—
Cambridge	22+
Cumberland	17+
Frederick	62+
Hagerstown	52
Salisbury	16+

MASSACHUSETTS

Barnstable	52
Boston	*2+, 4—, 5, 7+, 44+, 50—, 56
Brockton	62
Fall River	40+, 46—
Greenfield	42+
Holyoke (see Springfield)	
Lawrence	38+
Lowell	32+
New Bedford	28—, 34+
North Adams	15
Northampton	36+
Pittsfield	64+
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41+
Alpena	9+, 30—
Ann Arbor	20+, *26—
Bad Axe	46—
Battle Creek	58—, 64—
Bay City	5—, 63—, *73+
Benton Harbor	42
Big Rapids	39
Cadillac	13—, 45
Calumet	13+
Cheboygan	4+, 36+
Coldwater	24—
Detroit	2+, 4, 7—, 50—, *56, 62
East Lansing	60+
East Tawas	25—
Escanaba	3+
Flint	12—, 16—, *22—, 28
Gladstone	40—
Grand Rapids	8+, *17+, 23—
Hancock	10—
Houghton	19
Iron Mountain	9, 27
Iron River	12—
Ironwood	31—
Jackson	48
Kalamazoo	3—, 36—
Lansing	6—, 54
Ludington	18+
Manistee	15—
Manistique	14+
Marquette	5+, 17
Midland	19+
Mount Pleasant	47—
Muskegon	29—, 35+
Petoskey	31
Pontiac	44+
Port Huron	34+
Rogers City	24
Saginaw	51—, 57—
Sault Ste. Marie	8, 10+, 28—, *34
Traverse City	7+, 20—, *26+
West Branch	21

MINNESOTA

Albert Lea	57—
Alexandria	36
Austin	6—, 51+
Bemidji	24—
Brainerd	12
Cloquet	44
Crookston	21—
Detroit Lakes	18+
Duluth-Superior, Wisc.	3, 6+, *8—, 32, 38
Ely	16
Fairmont	40+
Faribault	20
Fergus Falls	16—
Grand Rapids	20—
Hastings	29+
Hibbing	10+
International Falls	11
Little Falls	14+
Mankato	15—
Marshall	22+
Minneapolis-St. Paul	*2—, 4, 5—, 9+, 11—, 17, 23+
Montevideo	19
New Ulm	43—
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55—
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39—
Thief River Falls	15
Virginia	26+
Wadena	27+
Willmar	31+
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44+, 50—
Brookhaven	37+
Canton	16
Clarksdale	6, 32
Columbia	35+
Columbus	28—
Corinth	29—
Greenville	21—, 27
Greenwood	24+
Grenada	15
Gulfport	56—
Hattiesburg	9—, 17—
Jackson	12+, *19+, 25—, 47
Kosciusko	52—
Laurel	33—
Louisville	46—
McComb	31—
Meridian	11, 30—, *36—
Natchez	29+
Pascagoula	22
Picayune	14—
Starkville	34—
State College	*2+
Tupelo	38
University	*20+
Vicksburg	41+
West Point	8, 56+
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18+
Carthage	56—
Caruthersville	27—
Chillicothe	14—
Clinton	49—
Columbia	8+, 16+, 22—
Farmington	52
Festus	14+
Fulton	24+
Hannibal	7—, 27+
Jefferson City	13, 33+
Joplin	12+, 30+
Kansas City	4, 5+, 9+, *19+, 25+, 65
Kennett	21
Kirksville	3—, 18
Lebanon	23
Marshall	40+
Maryville	26
Mexico	45
Moberly	35+
Monett	14
Nevada	18—
Poplar Bluff	15+
Rolla	31
St. Joseph	2—, 30—, *36
St. Louis	4—, 5—, *9, 11—, 30, 36—, 42+
Sedalia	6—, 28+
Sikeston	37
Springfield	3+, 10, *26+, 32
West Plains	20—

MONTANA

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22—
Butte	4, 6+ *7—, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	18—
Great Falls	3+, 5+, *23—
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	8—
Laurel	14+
Lewistown	13
Livingston	16—
Miles City	3—, *6, 10
Missoula	*11—, 13—, 21+
Polson	18
Red Lodge	18+
Shelby	14—
Sidney	14
Whitefish	16+
Wolf Point	20—

NEBRASKA

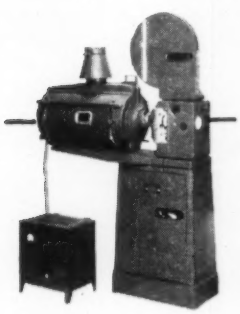
Alliance	13—, 21
Beatrice	40
Broken Bow	14—
Columbus	49+
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11—, 21+
Hastings	5—, 27—
Kearney	13, 19
Lexington	23—
Lincoln	10+, 12—, *18+, 24
McCook	8—, 17
Nebraska City	50
Norfolk	33+
North Platte	2—, 4+
Omaha	3, 6+, 7, *16, 22, 28—
Scottsbluff	10—, 16+
York	15

NEVADA

Boulder City	4+
Carlin	14
Carson City	37
Elko	10—
Ely	3—, 6+
Fallon	29—

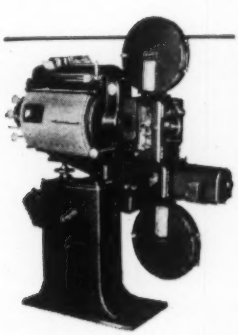
(Continued on page 80)

for World-Wide Settings in YOUR TV Studios



First Professional 16 mm TV Background Projector Provides 2,000 Lumens

46 ampere arc lamp, f/1.5 20 mm lens, air-cooled film gate, sprocket intermittent that ends film wear and holds old film steady.



TV Version of Famous Simplex X-L 35 mm Projector: 7,000 Lumens

An incomparable projector used in 80% of all theatres; now equipped for TV use with "2-3" intermittent. 80-110 ampere arc; f/1.9 2" lens.

Here, at last, is background projection made practical for any TV studio or network . . . brilliant, steady motion pictures that make any action scene in 16 mm or 35 mm film libraries available as a setting for TV programs.

No complex phasing needed with TV cameras. Simply focus camera on the background screen for a perfect picture. The GPL "2-3" intermittent pulldown, coupled with a 60 light-pulse per second shutter, automatically meets the camera's requirements. Special optical systems for each projector reduce "throw" required, save studio space.

Get full details on these outstanding projectors, now in use on major networks. Consider them in your new studio planning; add to the utility of your present equipment.

WRITE, WIRE or PHONE . . .

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Modified City Allocations

(Continued from page 78)

	Ch. No.
Goldfield	5—
Hawthorne	31
Henderson	2—
Las Vegas	8—, *10+, 13—
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27—
Tonopah	9—
Winnemucca	7+
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	27+
Durham	*11
Hanover	*21+
Keene	45—
Laconia	43
Littleton	24—
Manchester	9—, 48+
Nashua	54
Portsmouth	19+
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52+
Bridgeton	64—
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13—
New Brunswick	*19—, 47+
Paterson	37+
Trenton	41+
Wildwood	48—

NEW MEXICO

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21+
Atrisco-Five Points	18+
Belen	24+
Carlsbad	6—, 23
Clayton	27—
Clovis	12+, 35
Deming	14+
Farmington	17—
Gallup	3, *8—, 10
Hobbs	46
Hot Springs	19
Las Cruces	22—
Las Vegas	14—
Lordsburg	23+
Los Alamos	20—
Lovington	27
Portales	22+
Raton	46—, *52
Roswell	*3+, 8, 10—
Santa Fe	2+, *9+, 11—
Silver City	*10+, 12
Socorro	15+
Tucumcari	25+

NEW YORK

Albany-Schenectady-Troy	6, *17+, 23— 41
Amsterdam	52—
Auburn	37—
Batavia	33—
Binghamton	12—, 40—, *46+
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4—, 7+, 59
Cortland	56+
Dunkirk	46
Elmira	18+, 24—
Glens Falls	39+
Gloversville	29—
Hornell	50
Ithaca	*14+, 20—
Jamestown	58+
Kingston	66—
Malone	20+, *66
Massena	14—
Middletown	60
New York	2—, 4, 5+, 7, 9+, 11+, *25, 31—
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24+
Olean	54+
Oneonta	62—
Oswego	31
Plattsburg	28+
Poughkeepsie	21—, *83
Rochester	5—, 10+, 15—, *21, 27+
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3—, 8, *43+
Troy (see Albany)	
Utica-Rome	13, 19, *25+
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13—, *56—, 62+
Burlington	63
Chapel Hill	*4
Charlotte	3, 9+, 36+, *42+
Durham	11+, *40—, 46+
Elizabeth City	31+
Fayetteville	18—
Gastonia	48
Goldsboro	34
Greensboro	2—, *51—, 57—
Greenville	9
Henderson	52—
Hendersonville	27
Hickory	30—
High Point	15+
Jacksonville	16
Kannapolis	59+
Kinston	45
Laurinburg	41—
Lumberton	21+
Mount Airy	55
New Bern	13—
Raleigh	5—, *22—, 28—
Roanoke Rapids	30+
Rocky Mount	50
Salisbury	53+
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64—
Washington	7
Wilmington	6, 29—, *35+
Wilson	56
Winston-Salem	12, 26+, *32—

NORTH DAKOTA

Bismarck	5, 12—, 18, *24
Bottineau	16+
Carrington	26—
Devils Lake	8+, 14—
Dickinson	2+, 4, *17
Fargo	6, 13—, *34—, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22+
Jamestown	7—, 42
Lisbon	23
Minot	*6+, 10—, 13+
New Rockford	20+
Rugby	38—
Valley City	4—, 32—
Wahpeton	45+
Williston	8—, 11—, *34+

OHIO

Akron	49+, *55—, 61+
Ashtabula	15
Athens	62—
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5—, 9, 12, *48—, 54—, 74—
Cleveland	3, 5+, 8, 19, *25+, 65+
Columbus	4+, 6+, 10+, *34, 40—
Coshocton	20
Dayton	2, 7+, *16+, 22+
Defiance	43
Findlay	53
Gallipolis	18+
Hamilton-Middletown	65
Lancaster	28—
Lima	35—, 41
Lorain	31—
Mansfield	36+
Marion	17—
Massillon	23+
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60—
Oxford	*14+
Piqua	44—
Portsmouth	30
Sandusky	42+
Springfield	46+, 52—
Steubenville (see Wheeling, (W. Va.)	
Tiffin	
Toledo	11—, 13, *30+
Warren	21—
Youngstown	27, 23, 73—
Zanesville	50+

OKLAHOMA

Ada	50+
Altus	36
Alva	30
Anadarko	58—
Ardmore	55—
Bartlesville	62—
Blackwell	51—
Chickasha	64
Claremore	15
Clinton	32—
Duncan	39
Durant	27—
Elk City	12—, 15+
El Reno	56+
Enid	5, 21, *27+
Frederick	44
Guthrie	48
Guymon	20+
Hobart	23+
Holdenville	14—
Hugo	21+
Lawton	7+, *28+, 34—
McAlester	47
Miami	58+
Muskogee	8—, *45+, 66+
Norman	31—, *37—
Oklahoma City	4—, 9—, *13, 19+, 25—
Okmulgee	26
Pauls Valley	61
Ponca City	40—
Pryor Creek	54
Sapulpa	42—
Seminole	59
Shawnee	53—
Stillwater	29—, *69
Tulsa	2+, 6, *11—, 17+, 23
Vinita	28—
Woodward	8+

OREGON

Albany	55+
Ashland	14—
Astoria	30—
Baker	37+
Bend	15—
Burns	16
Corvallis	*7—, 49—
Eugene	*9+, 13, 20+, 26
Grants Pass	30
Klamath Falls	2—
La Grande	13+
Lebanon	43+
McMinnville	46—
Medford	4+, 5
North Bend	16+
Pendleton	28
Portland	6+, 8—, *10, 12, 21—, 27+
Roseburg	28+
Salem	3+, *18—, 24+
Springfield	37—
The Dalles	32

PENNSYLVANIA

Allentown	39, 45
Altoona	10—, 19+, 25—
Bethlehem	51—
Bradford	48+
Butler	43—
Chambersburg	46—
Du Bois	31+
Easton	57—
Emporium	42—
Erie	12, 35+, *41—, 66+
Harrisburg	27—, 33+, 71+
Hazleton	63
Johnstown	6, 56—
Lancaster	8—, 21+
Lebanon	15+
Lewistown	38
Lock Haven	32—
Meadville	37
New Castle	45—
Oil City	64
Philadelphia	3, 6—, 10, 17—, 23+, 29, *35—
Pittsburgh	2—, 11, *13—, 16, 47—, 53+
Reading	55+, 61—
Scranton	16—, 22—, 73
Sharon	39+
State College	*44
Sunbury	65
Uniontown	14
Washington	63+
Wilkes-Barre	28, 34
Williamsport	36—
York	43, 49

RHODE ISLAND

Providence	10+, 12+, 16, *22

SOUTH CAROLINA

Aiken	54—
Anderson	58—
Camden	14
Charleston	2+, 5, *13
Clemson	*68
Columbia	10—, *19+, 25—, 67+
Conway	23—
Florence	8—
Georgetown	27—
Greenville	4—, 23+, *29
Greenwood	21—
Lake City	55+
Lancaster	31—
Laurens	45—
Marion	43—
Newberry	37
Orangeburg	44—
Rock Hill	61—
Spartanburg	7+, 17—
Sumter	47
Union	65—

SOUTH DAKOTA

Aberdeen	9—, 17+
Belle Fourche	23+
Brookings	*8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5—, 26
Madison	46
Mitchell	5+, 20—
Mobridge	27—
Pierre	6—, 10+, *22+
Rapid City	7+, 15—
Sioux Falls	11, 13+, 38+, *44—
Sturgis	20
Vermillion	*2+, 41
Watertown	3—, 35+
Winner	18—
Yankton	17—

TENNESSEE

Athens	14+
Bristol, Tenn.-Bristol, Va.	5+, 46—
Chattanooga	3+, 12—, 43+, 49+, *55—
Clarksville	53
Cleveland	38+
Columbia	39—
Cookeville	24
Covington	19—
Dyersburg	46+
Elizabethton	40
Fayetteville	27+
Gallatin	48+
Harriman	67
Humboldt	25
Jackson	9—, 16+
Johnson City	11—, 34+
Kingsport	28
Knoxville	6, 10+, *20+, 26—
Lawrenceburg	50+
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5+, *10+, 13+, 42—, 48—
Morristown	54+
Murfreesboro	18—
Nashville	*2—, 4+, 5, 8+, 30+, 36+
Oak Ridge	32+
Paris	51+
Pulaski	44—
Shelbyville	62—
Springfield	42
Tullahoma	65+
Union City	55

TEXAS

Abilene	9+, 33—
Alice	34+
Alpine	12—
Amarillo	*2—, 4, 7, 10
Athens	25+
Austin	7+, 18—, 24, *30—
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4—, 6, 31+, *37
Beeville	38—
Big Spring	4—
Bonham	43
Borger	33
Brady	15—
Breckenridge	14+
Brenham	52—
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4+, 5—

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54—
Childress	40
Cleburne	57
Coleman	21—
College Station	*3+, 48—
Conroe	20+
Corpus Christi	6—, 10—, *16+, 22
Corsicana	47+
Crockett	56
Crystal City	28+
Cuero	25—
Dalhart	16
Dallas	4+, 8, *13+, 23, 29, 73
Del Rio	16—
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26—
El Campo	27
El Paso	4, *7, 9, 13, 20+, 26+
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5+, 10+, 20—, *26+
Gainesville	49—
Galveston	11+, 35—, 41—, *47—
Gonzales	64+
Greenville	62
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebbronville	58
Henderson	42+
Hereford	19—
Hillsboro	63
Houston	2—, *8—, 13—, 23+, 29—, 39—
Huntsville	15
Jacksonville	36—
Jasper	49+
Kermit	14
Kilgore	59—
Kingsville	40
Lamesa	28
Lampasas	40—
Laredo	8, 13, *15+
Levelland	38—
Littlefield	32
Longview	32, 38+
Lubbock	5—, 11, 13—, *20, 26—
Lufkin	9, 46—
McAllen	20—
McKinney	65—
Marfa	19+
Marshall	16—
Mercedes	32
Mexia	50—
Midland	2+, 18
Mineral Wells	38
Mission	14
Monahans	9—
Mount Pleasant	35
Nacogdoches	40+
New Braunfels	62—
Odessa	7—, 24—
Orange	43—
Pampa	17—
Paris	33+
Pearsall	31
Pecos	16+
Perryton	22
Plainview	29+
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17—
San Angelo	6, 8+, 17+, *23—
San Antonio	4, 5, *9—, 12+, 35+, 41+
San Benito	48
San Marcos	53+
Seguin	14—
Seymour	24+
Sherman	46+
Snyder	30+
Stephenville	32+
Sulphur Springs	41
Sweetwater	12
Taylor	58+
Temple	16, 22+
Terrell	53
Texarkana	6+, *18, 24—
Tyler	7, 19—
Uvalde	20
Vernon	18+
Victoria	19+
Waco	11—, *28—, 34
Waxahachie	45—
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6— *16+, 22—

UTAH

Brigham	36—
Cedar City	5
Logan	12—, 30, *46
Ogden	9+, *18—, 24
Price	6
Provo	11+, 22, *28
Richfield	13+
St. George	18+
Salt Lake City	2—, 4—, 5+, *7—, 20+, 26
Tooele	44
Vernal	3+

VERMONT

Bennington	33
Brattleboro	58—
Burlington	*16+, 22+
Montpelier	3, 40
Newport	46
Rutland	49+
St. Albans	34—
St. Johnsbury	30

VIRGINIA

Blacksburg	*60+
Bristol (see Bristol, Tenn.)	
Charlottesville	*45+, 64+
Covington	44+
Danville	24—
Emporia	25+
Farmville	19
Fredericksburg	47
Front Royal	39—
Harrisonburg	3—, 34—
Lexington	54
Lynchburg	13, 16—
Marion	50—
Martinsville	35—
Newport News (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3+, 10+, 15, *21, 33
Norton	52+
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Pulaski	37—
Richmond	6+, 12—, *23, 29+
Roanoke	7—, 10, 27+, *33—
South Boston	14+
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28+

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12+, 18+, 24—
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22—, 28—
Grand Coulee	37
Hoquiam	52
Kelso	39

Television Applications Filed at FCC

(Continued from page 74)

05" N. Lat., 104° 22' 45" W. Long. Transmitter RCA, antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer Gautney & Ray, Washington. Sole owner is **John A. Burnett**, oil producer in Midland and Upton counties, Tex., and a consulting geologist.

†**SCHENECTADY, N. Y.—Van Curler Bcstg. Corp.** UHF Ch. 35 (596-602 mc); ERP 246 kw visual, 123 kw aural; antenna height above average terrain 1,520 ft., above ground 543 ft. Estimated construction cost $400,000, first year operating cost $300,000, revenue $225,000. Post Office address Proctor's Theatre Bldg., 432 State St., Schenectady. Studio location 432 State St. Transmitter location off Camp Pinnacle Road, 2.2 mi. W. of New Salem. Geographic coordinates 42° 37' 39" N. Lat., 74° 00' 40" W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Simon H. Fabian** (25%), president of Fabian Theatres Inc.; Vice President **Eleanor Fabian Rosen** (25%); Treasurer **Samuel Rosen** (25%), vice president of Royal Diamond Watch Co. and Secretary **Edward L. Fabian** (25%), assistant secretary of Fabian Theatres.

†**RALEIGH, N. C.—Capitol Bcstg. Co. (WRAL),** VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 492 ft., above ground 536 ft. Estimated construction cost $380,902, first year operating cost $240,000, revenue $300,000. Post Office address 130 S. Salisbury St., Raleigh. Studio location 130 S. Salisbury St. Transmitter location on Bart St., 0.1 mi. East of Raleigh city limits at rear of Federal Memorial Park. Geographic coordinates 35° 46' 24" N. Lat., 78° 37' 10" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President and Treasurer **A. J. Fletcher** (91%), Manager **Fred Fletcher** (5%) and Vice President **Ray Reeve** (2.5%).

SANDUSKY, Ohio—Lake Erie Bcstg. Co. (WLEC), UHF Ch. 42 (638-644 mc); ERP 18.2 kw visual, 9.1 kw aural; antenna height above average terrain 265 ft., above ground 340 ft. Estimated construction cost $176,259, first year operating cost $105,600, revenue $55,000. Post Office address Cleveland Road at Huntington Ave., Sandusky, Ohio. Studio and transmitter location Cleveland Highway and Huntington Ave. Geographic coordinates 41° 26' 19" N. Lat., 82° 41' 10" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and General Manager **A. E. Heiser** (22.8%), Vice President and Assistant Manager **Jay E. Wagner Jr.** (4%), Treasurer **John R. Kahler** (3.6%) and Secretary **Elmer A. Pimsner** (3.6%).

STEUBENVILLE, Ohio—WSTV Inc. (WSTV), VHF Ch. 9 (186-192 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 992 ft., above ground 874 ft. Estimated construction cost $500,000, first year operating cost $300,000, revenue $400,000. Post Office address Exchange Realty Bldg., Steubenville. Studio location Exchange Realty Bldg. Transmitter location Altamont Hill. Geographic coordinates 40° 20' 35" N. Lat., 80° 37' 10" W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Jack N. Berkman** (11.3%), Executive Vice President **John J. Laux** (5.7%), First Vice President **Louis Berkman** (11.3%), Treasurer and Assistant Secretary **Richard Teitlebaum** (11.3%) and Secretary and Assistant Treasurer **Carl A. Weinman** (2.8%).

ENID, Okla.—Enid Radiophone Co. (KCRC), VHF Ch. 5 (76-82 mc); ERP 26.8 kw visual, 13.2 kw aural; antenna height above average terrain 536 ft., above ground 569 ft. Estimated construction cost $202,620, first year operating cost $81,500, revenue $90,000. Post Office address: P. O. Box 952, Enid, Okla. Studio location to be determined. Transmitter location: 3 mi. North of Enid city limits on Highway 81. Geographic coordinates: 36° 30' 00" N. Lat., 97° 52' 07" W. Long. Transmitter GE, antenna GE. Legal counsel not indicated on application. Consulting engineer Walter F. Kean, Riverside, Ill. Ownership not reported.

†**OKLAHOMA CITY, Okla. — Oklahoma Television Corp.** VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1544 ft., above ground 1585 ft. Estimated construction cost $1,350,000, first year operating cost $600,000, revenue $600,000. Post Office address 2701 First National Bldg., Oklahoma City. Studio and Transmitter location Lincoln Blvd., Oklahoma City. Geographic coordinates 35° 35' 00" N. Lat., 97° 29' 26" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Roy J. Turner** (20%), partner in Harper-Turner Oil Co., and Harper-Turner Drilling Co.; Executive Vice President **Edgar T. Bell** (10%), general manager KTOK Inc.; Vice President **F. E. Harper** (10%), partner in Harper-Turner Oil Co. and Harper-Turner Drilling Co.; Treasurer **Arther T. Dulaney** (30%), managing partner in Luther T. Dulaney Co., Oklahoma City, RCA appliance distributor and furniture manufacturer; Secretary **Henry S. Griffling,** president of Video Independent Theatres, which owns 30% interest in applicant. Mr. Griffling acts as trustee for Video Independent Theatres.

EUGENE, Ore.—Eugene Television Inc. UHF Ch. 13 (210-216 mc); ERP 120 kw visual, 60 kw aural; antenna height above average terrain 943 ft., above ground 303 ft. Estimated construction cost $237,600, first year operating cost $200,000, revenue $250,000. Post Office address P. O. Box 112, Eugene, Ore. Studio location 245 E. Broadway, Eugene, Ore. Transmitter location Blanton Road. Geographic coordinates 44° 00' 05" N. Lat., 123° 06' 37" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington, D. C. Consulting engineer A. D. Ring & Co., Washington, D. C. Principals include President **C. H. Fisher,** president and 50% stockholder in KUGN, Ore., 30%, Vice President **S. W. McCready,** general manager KUGN, 1%, Treasurer **C. O. Fisher,** 50% partnership owner of Oregon-Washington Bcstrs. (KIHR) 21%, Secretary **Thomas Winn,** partner in Winn, Achinn, Snyder & Co., (certified public accountants) 24%, and Director **Robert P. Booth,** 50% partnership interest in C. P. Tillman & Co., wholesale plumbing and electrical jobbers.

EUGENE, Ore.—Lane Bcstg. Co. (KORE) VHF Ch. 13 (210-216 mc; ERP 11.5 kw visual, 5.76 kw aural; antenna height above average terrain 555.2 ft., above ground 217.3 ft. Estimated construction cost $223,790, first year operating cost $175,000, revenue $185,000. Post Office address 2598 S. Williamette, P. O. Box 1032, Eugene, Ore. Studio location 2598 S. Williamette. Transmitter location Capitol Drive. Geographic coordinates 44° 01' 99" N. Lat., 123° 03' 38" W. Long. Transmitter and antenna RCA. Legal counsel Black, Kendall & Fain, Portland, Ore. Consulting engineer Alvin H. Barnard, Portland, Ore. Principals include President **Paul V. McElwain** (38.33%), 50% owner of KLSM-AM-FM Salem, Ore., and 50% owner of the Mid State Bcstg. Co., Chehalis, Wash.; Vice President **Dorothea E. McElwain** (38.33%), Secretary-Treasurer **Glen E. McCormick** (23.33%). Mr. McCormick has the same interests as Mr. McElwain.

† **PORTLAND, Ore. — Columbia Empire Telecasters Inc.** VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1123.5 ft., above ground 436 ft. Estimated construction cost $504,400 first year operating cost $525,000 revenue $575,000. Post Office address 1019 S. W. 10th Ave., Portland, Ore. Studio location 1019 S. W. 10th Ave. Transmitter location Near intersection of Eastview Dr. and Ridgeway Dr., Portland. Geographic coordinates 45° 27' 15" N. Lat., 122° 32' 53" W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York City. Consulting engineer A. E. Towne, San Francisco. Principals include Chairman of the Board **Philip L. Jackson;** President **Wesley I. Dumm** (60%); Vice President **William W. Knight;** Vice President **Stanley S. Langendorf;** Secretary-Treasurer **Frank C. McColloch;** KPOJ Inc., Portland (26.67%); Journal Pub. Co., Portland (13.33%); Treasurer **W. R. Rodbury.** Mr. Dumm operates

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	Ch. No.
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35—
Okanogan (see Omak)	
Pasco (also see Kennewick-Richland-Pasco)	19—
Port Angeles	16—
Pullman	*10—, 24
Richland (also see Kennewick-Richland-Pasco)	31
Seattle	4, 5+, 7, *9, 20, 26+
Spokane	2—, 4—, 6—, *7+
Tacoma	11+, 13—, *56, 62
Walla Walla	5—, 8, *22
Wenatchee	*45, 55
Yakima	23+, 29+, *47
WEST VIRGINIA	
Beckley	6—, 21
Bluefield	41+
Charleston	8+, *43+, 49—
Clarksburg	12+, 22
Elkins	40+
Fairmont	35
Hinton	31
Huntington	3+, 13+, *53—
Logan	23—
Martinsburg	58—
Morgantown	*24
Parkersburg	15—
Welch	25
Weston	32
Wheeling (also see Wheeling-Steubenville, Ohio)	*57+
Wheeling-Steubenville, Ohio	7, 9+, 51+
Williamson	17
WISCONSIN	
Adams	*58+
Appleton	42+
Ashland	15+
Beaver Dam	37
Beloit	57
Chilton	*24+
Eau Claire	13, *19+, 25+
Fond du Lac	54+
Green Bay	2+, 6
Janesville	63+
Kenosha	61—
La Crosse	8+, *32+ 38—
Madison	3, *21—, 27—, 33+
Manitowoc	65
Marinette	11+, 32—, *38+
Milwaukee	4—, *10+, 12, 19—, 25, 31+
Oshkosh	48—
Park Falls	*18
Portage	17—
Prairie du Chien	34
Racine	49—, 55
Rhinelander	22
Rice Lake	21+
Richland Center	15, *66—
Sheboygan	59—
Shell Lake	*30—
Sparta	50—
Stevens Point	20+, 26—
Sturgeon Bay	44—
Superior (see Duluth, Minn.)	
Wausau	7—, 16+, *46—
Wisconsin Rapids	14—
WYOMING	
Buffalo	29
Casper	2+, 6+
Cheyenne	3, 5+
Cody	24—
Douglas	14
Evanston	14—
Gillette	31—
Green River	16
Greybull	40
Lander	17—
Laramie	*8+, 18+
Lovell	36+
Lusk	19—
Newcastle	28+
Powell	30+
Rawlins	11—
Riverton	10+
Rock Springs	13
Sheridan	9—, 12+
Thermopolis	15
Torrington	27
Wheatland	24+
Worland	34

U. S. TERRITORIES AND POSSESSIONS

	Ch. No.
ALASKA	
Anchorage	2—, *7—, 11—, 13—
Fairbanks	2+, 4+, 7+, *9+, 11+, 13+
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4—, 9—
Sitka	13
HAWAIIAN ISLANDS	
Hilo, Hawaii	2, *4, 7, 9, 11, 13
Honolulu, Oahu	2+, 4—, *7+, 9—, 11+, 13—
Lihue, Kauai	3+, *8—, 10+, 12—
Wailuku, Maui	3, 8, *10, 12
PUERTO RICO	
Arecibo	13+
Caguas	11—
Mayaguez	3+, 5—
Ponce	7+, 9—
San Juan	2+, 4—, *6+
VIRGIN ISLANDS	
Charlotte Amalie	10—, 12+
Christiansted	8+

KFMB TV Channel-8

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KFMB-AM 550 - K.C.

John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

Television Applications Filed at FCC

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private investment business in Pasadena, Calif. He is president, sole stockholder and director of KSFO San Francisco, licensed to the Assoc. Broadcasters Inc., which also is majority stockholder of KPIX (TV) San Francisco. Mr. Dumm is president of KPIX (TV) and is president and 27½% stockholder of KXA Inc., licensee of KXA Seattle. Application noted Mr. Dumm may assign some of his stock to others.

PORTLAND, Ore.—Portland Television Inc., VHF Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,231 ft., above ground 499 ft. Estimated construction cost $538,749, first year operating cost $675,000, revenue $650,000. Post Office address United States National Bank Bldg. Studio location 6th and Stark. Transmitter location 4700 S. 19th Ave. Geographic coordinates 45° 29' 20" N. Lat., 122° 41' 40" W. Long. Transmitter and antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Ralph E. Williams Jr.** (24%), director First National Bank, Portland; Vice President **Robert F. Johnson** (24%), president C. D. Johnson Lumber Corp., Portland; Vice President **Thomas Kerr** (8%), president Kerr-Gifford Co. (grain), Portland; Vice President **Caroline Burke** (19%), 25% owner of Charles F. Berg Inc. (department store), Portland; Secretary **Forrest Berg** (8%), president and 50% owner of Charles F. Berg Inc., and Treasurer **William Crooks** (16%), partner in Crooks Bros (construction), Portland.

NEW CASTLE, Pa. — WKST Inc. (WKST), UHF Ch. 45 (656-662 mc); ERP 20.8 kw visual, 10.4 kw aural; antenna height above average terrain 365 ft., above ground 218 ft. Estimated construction cost $152,623, first year operating cost $111,836, revenue $146,000. Post Office address Cathedral Bldg., E. Lincoln Ave., New Castle, Pa. Studio and transmitter location 3½ mi. SE of New Castle at Savannah Center Church and Old Pittsburg Roads. Geographic coordinates 40° 57' 15" N. Lat., 80° 19' 03" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President and Treasurer **S. W. Townsend** (41%), Vice President **Wanda E. Townsend** (37%), **Marjorie Clipp** (14%) and Secretary **A. W. Graham** (8%).

† **PITTSBURGH, Pa. — Pittsburgh Radio Supply House Inc. (WJAS),** VHF Ch. 14 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 858 ft., above ground 585 ft. Estimated construction cost $1,170,038, first year operating cost $700,000, revenue $900,000. Post Office address: 1406 Chamber of Commerce Bldg., Pittsburgh. Studio location: 1459 Crane Road. Transmitter location: Troy Hill Road. Geographic coordinates: 40° 29' 52" N. Lat., 80° 00' 08" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **H. Kenneth Brennen** (5%), president and 25% stockholder of Radio Adv. Co. of Pittsburgh; Vice President and Secretary **H. H. Stehman**; Treasurer **Margaret M. Brennen** (5%), treasurer and 25% stockholder of Radio Adv. Co.; **Sara A. Brennen** (17%), and **Mary J. Klein** (10%). H. K. Brennen and Margaret M. Brennen, as executors of estate of H. J. Brennen, control 68% of applicant.

SUNBURY, Pa. — Sunbury Bcstg. Corp. (WKOK) UHF Ch. 65 (776-782 mc); ERP 251 kw visual, 125.5 kw aural; antenna height above average terrain 835 ft., above ground 334 ft. Estimated construction cost $225,589 first year operating cost $72,000 revenue $72,000. Post Office address 1150 North Front St., Sunbury. Studio location 1150 North Front St. Transmitter location 7 miles SE of Sunbury on Pa. Rt. 890. Geographic coordinates 40° 47' 07" N. Lat., 76° 41' 51" W. Long. Transmitter RCA antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Harry H. Haddon** (37½%) and Secretary-Treasurer **Basse A. Beck** (37½%). The George W. Beck estate owns 25% of applicant.

† **KINGSPORT, Tenn. — Kingsport Bcstg. Co. (WKPT),** UHF Ch. 28 (554-560 mc); ERP 22.2 kw visual, 11.1 kw aural; antenna height above average terrain 962 ft., above ground 144 ft. Estimated construction cost $193,200, first year operating cost $100,000, revenue $125,000. Post Office address P. O. Box 870, Kingsport, Tenn. Studio location 222 Commerce St. Transmitter location atop Bay's Knob, 2 mi. SW of Kingsport. Geographic coordinates 36° 31' 37" N. Lat., 82° 35' 12" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President **C. P. Edwards** (29%), president Kingsport Pub. Co.; Vice President **Howard Long** (22%), Kingsport postmaster and vice president of Kingsport Pub. Co.; Treasurer **A. D. Brockman** (3%), president First National Bank of Kingsport, and Secretary **H. J. Shivell** (2%), real estate. **Kingsul Theatres Inc.** also owns 8% of applicant.

NASHVILLE, Tenn. — Capitol Bcstg. Co. (WKDA), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 855 ft., above ground 489 ft. Estimated construction cost $407,210, first year operating cost $583,668, revenue $720,871. Post Office address First American National Bank Bldg., Nashville. Studio location 4th and Union Sts. Transmitter location Vaughns Lane Road. Geographic coordinates 36° 02' 59" N. Lat., 86° 50' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include equal partners **A. G. Beaman,** 45% owner of WCOP Boston, and **T. B. Baker Jr.,** 45% owner of WCOP.

BEAUMONT, Tex. — KTRM Inc. (KTRM), VHF Ch. 6 (82-86 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 592 ft., above ground 667 ft. Estimated construction cost $367,740, first year operating cost $270,000, revenue $310,000. Post Office address P. O. Box 152, Beaumont. Studio and transmitter location Crow Road at Odom St., Beaumont. Geographic coordinates 30° 07' 19" N. Lat., 94° 09' 31" W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Jack Neil** (43.72%); Vice President **Joseph S. Trum** (18.18%); Secretary-Treasurer **Ben F. Hughes,** (14.83%), and Directors **Roy D. Shotts,** (7.4%), **Bill McRae,** (7.4%), **Alto V. Watson,** (7.4%) and **Virginia Moon,** (1.07%).

† **FORT WORTH, Tex.—Texas State Network, Inc. (KFJZ)** VHF Ch. 10 (192-198 mc); ERP 222 kw visual, 111 kw aural; antenna height above average terrain 587 ft., above ground 574 ft. Estimated construction cost $539,935, first year operating cost $375,000, revenue $450,000. Post Office address 1201 W. Lancaster Ave., Fort Worth. Studio and Transmitter location West side of Carl St. just south of Kemble St., Fort Worth. Geographic coordinates 32° 45' 10.8" N. Lat., 97° 15' 31.9" W. Long. Transmitter and antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Gene L. Cagle,** (34.5%), Vice Presidents **R. K. Hanger** and **Charles B. Jordan,** Secretary Treasurer **D. C. Hornburg** and **Director Sid W. Richardson,** (62%).

† **HOUSTON, Tex.—Shamrock Bcstg. Co. (KXYZ),** VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 674 ft., above ground 699 ft. Estimated construction cost $560,154, first year operating cost $485,000, revenue $600,000. Post Office address: 5th Floor, Gulf Bldg., Houston 2. Studio and transmitter location on Cullen Blvd. about 1200 ft. south of Wheeler Ave. Geographic coordinates 29° 43' 53" N. Lat., 95° 20' 54" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Glenn H. McCarthy** (86 2/3%), Executive Vice President **Fred J. Nahas** and Secretary-Treasurer **Katherine J. Conley.**

† **HOUSTON, Tex.—South Texas Television Co.** VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 500 ft., above ground 503 ft. Estimated construction cost $1,026,825, first year operating cost $800,000, revenue $1,000,000. Post Office address: 1403 Southmore Blvd., Houston 4. Studio location: University of Houston, Cullen Blvd., 0.25 mi. South of Wheeler Ave. Transmitter location: Post Oak Road, 1/2 mi. South of Westheimer Road. Geographic coordinates: 29° 44' 00" N. Lat., 95° 27' 41" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **John Paul Goodwin** (33%), owner of Goodwin-Donnenbaum Adv., Houston, and instructor of radio and television at U. of Houston; Vice President **C. P. Simpson** (33%) partner and general manager Simpson-Gillman Pontiac Co., and Secretary-Treasurer **Howard T. Tellepsen** (33%), president of Tellepsen Construction Co.

HOUSTON, Tex. — Houston Area Television Co. VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1019 ft., above ground 1049 ft. Estimated construction cost $829,425, first year operating cost $890,080, revenue $951,305. Post Office address Esperson Bldg., Houston. Studio and Transmitter location Post Oak Rd., between Westheimer and Brasonet. Geographic coordinates 29° 44' 02" N. Lat., 95° 27' 50" W. Long. Transmitter RCA, antenna GE. Legal counsel Lester Cohen; Hogan & Hartson, Washington. Consulting engineer Frank G. Kear; Kear and Kennedy, Washington. Principals include President **Dudley O. Sharp** (11.88% k president and 25% owner of Mission Manufacturing Co., manufacturer of oil field & industrial equipment, 10% owner of Bradchamp & Co. and Texas Fund Research & Management Associates, both investment firms; Vice President **Wilson G. Saville** (5.94%), 25% owner of Gravity Meter Exploration Co., consulting geophysicists; Secretary **James O. Winston, Jr.** (5.94%), vice president and 20% owner of Rowles Winston Co., investment banking, 100% owner of Lockston Builders, Inc., construction firm; Treasurer **William A. Kirkland** (3%), executive vice president and 12% owner of the First National Bank in Houston, Tex., director and 33⅓% owner of the Port City State Bank; **Aaron J. Parfel** (11.9%), vice president of the Pyramid Rubber Co., plastic products, (he and his wife own 30%), treasurer and 10% owner of Harcort Mfg. Co., plastic products, Texas and 27.5% owner of Tork Distributing Co., wine and liquor wholesalers, treasurer of Rexware Inc., N. Y. distributors of prescription bottles (he and his wife own 25%).

† **HOUSTON, Tex.—KTRH Bcstg. Co. (KTRH)** VHF Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 662 ft., above ground 700 ft. Estimated construction cost $1,221,000, first year operating cost $800,000, revenue $900,000. Post Office address Main and Texas Ave., Houston 1, Tex. Studio and transmitter location on U. of Houston Campus, 2500 Cullen Blvd. Geographic coordinates 29° 42' 53" N. Lat., 95° 20' 54" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis Washington. Principals include President **B. F. Orr** (10%), Vice President **J. H. Butler** (10%), and Secretary-Treasurer **G. L. Mims** (10%). **Houston Chronicle Pub. Co.** owns 70% of stock.

WESLACO, Tex.—Taylor Radio and Television Corp. (KRGV) VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 756 ft., above ground 750 ft. Estimated construction cost $401,165 first year operating cost $371,300 revenue $395,000. Post Office address 201 Border, Weslaco. Studio location 201 Border St. Transmitter location Kansas City Dr. N. of Rt. 83, Cameron County. Geographic coordinates 26° 09' 54" N. Lat., 97° 48' 45" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **O. L. Taylor** (70.25%) president and 100% owner of O. L. Taylor Co., New York, radio station representative, president and 100% owner of KTOK Oklahoma City, vice president and 50% owner KFMB San Diego; Vice President **Archie J. Taylor** (10.04%), 25% owner of Wichita (Kan.) Quartz Cutters, crystal blank mfgrs.; Vice President **Byron W. Ogle** (4.64%); and Secretary-Treasurer **Fred A. Teed,** secretary-treasurer of KTOK Inc.

†**WACO, Tex. — KWTX Bcstg. Co. (KWTX),** VHF Ch. 11 (198-204 mc); ERP 9.9 kw visual, 4.9 kw aural; antenna height above average terrain 590 ft., above ground ground 500 ft. Estimated construction cost $229,475, first year operating cost $114,600, revenue $125,000. Post Office address Box 3128, Waco, Tex. Studio and transmitter location 46th St. and Bosque Blvd. Geographic coordinates 31° 32' 10" N. Lat., 97° 11' 03" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. Earl Cullum Jr., Washington. Principals include **Mrs. Mabel B. Morriss** (39%), **W. W. Naman** (11%), **Hilton Emory Howell** (8%), **Ross M. Sams** (8%), **Robert E. Levy** (7%), **Milford N. Bostick** (7%), Thomas **D. Stribling** (5%) and **Mrs. Ellender S. Chase** (3%).

†**WICHITA FALLS, Tex. — Texoma Bcstg. Co. (KTRN),** VHF Ch. 6 (82-88 mc); ERP 22.3 kw visual, 11.3 kw aural; antenna height above average terrain 495 ft., above ground 495 ft. Estimated construction cost $167,000, first year operating cost $180,000, revenue $180,000. Post Office address 917½ Scott St., Wichita Falls. Studio location to be determined. Transmitter location 2.5 miles W. of the center of Wichita Falls. Geographic coordinates 33° 54' 00" N. Lat., 98° 32' 25" W. Long. Transmitter GE, antenna GE. Legal counsel Dempsey & Koplowitz, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Boyd Kelley** (2.6%); Vice President **Walter Cline** (7.6%); Secretary **Rhea Howard** representing the Times Pub. Co. which owns 49% of Applicant; **Houston Harte** (20.4%); **Mrs. Eva Mae Hanks** (10.2%).

ARLINGTON, Va.—Arlington-Fairfax Bcstg. Co. (WEAM), UHF Ch. 20 (506-512 mc); ERP 104 kw visual, 60 kw aural; antenna height above average terrain 393 ft., above ground 250 ft. Estimated construction cost $177,635, first year operating cost $194,000, revenue $230,000. Post Office address: 2030 N. 16th St., Arlington, Va. Studio and transmitter location: 5064 Lee Highway, Arlington. Geographic coordinates: 38° 53' 46" N. Lat., 77° 07' 55" W. Long. Transmitter DuMont, antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President and Treasurer **Harold H. Thoms** and Secretary **Meredith S. Thoms** (71% held jointly), and Vice President **Robert R. Reynolds** (28%).

†**SEATTLE, Wash. — Totem Bcstrs. Inc. (KJR),** VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,291 ft., above ground 374 ft. Estimated construction cost $645,675, first year operating cost $460,000, revenue $500,000. Post Office address Skinner Bldg., Seattle. Studio location 320 Second Ave. Transmitter location 3.5 mi from Issaquah, Wash. Geographic coordinates 47° 32' 22" N. Lat., 122° 06' 31" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **Marshall Field,** Vice President **C. Howard Lane,** Secretary-Treasurer **Carl J. Weitzel** and **J. Arch Morton.** Field Enterprises Inc., also licensee of WJJD Chicago and KOIN Portland, owns 100% of stock of KJR. (See KJR and KOIN sale story this issue.)

†**CLARKSBURG, W. Va.—Ohio Valley Bcstg. Corp (WBLK),** VHF Ch. 12 (204-210 mc); ERP 50.6 kw visual, 25.3 kw aural; antenna height above average terrain 741 ft., above ground 420 ft. Estimated construction cost $312,141, first year operating cost $200,000, revenue $250,000. Post Office address 211½ Fifth St., Parkersburg, W. Va. Studio location Robinson Grand Theatre Bldg., Pike St. Transmitter location 1 mi. north of Clarksburg atop Pinnickinnick Mt. Geographic coordinates 39° 17' 02" N. Lat., 80° 19' 47" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Vilah G. Brooks, Parkersburg, W. Va. Principals include President **Austin V. Wood,** Vice President **George H. Clinton** and Secretary-Treasurer **Louis F. Committee. News Pub. Co.,** Wheeling, W. Va., is sole stockholder in WBLK; Mr. Wood votes all stock.

†**FAIRMONT, W. Va. — Fairmont Bcstg. Co. (WVVW) [re-submitted],** UHF Ch. 35 (596-602 mc); ERP 17.4 kw visual, 8.7 kw aural; antenna height above average terrain 237 ft., above ground 222 ft. Estimated construction cost $176,780, first year operating cost $60,000, revenue $75,000. Post Office address 119 Fairmont Ave., Fairmont. Studio and Transmitter location Leonard Ave. S. of Fairmont. Geographic coordinates 39° 28' 19" N. Lat., 80° 08' 27" W. Long. Transmitter and antenna RCA. Legal counsel A. R. Putnam, Fairmont. Consulting engineer A. D. Ring & Co., Washington, D. C. Princi-

(Continued on page 100)

FILM PAY PACT

SAG, Producers Agree

ALLIANCE of TV Film Producers and Screen Actors Guild, after months of negotiations, reached agreement July 2 on a new collective bargaining contract.

It covers the controversial additional payments to actors for re-runs of TV films and also sets higher salary minimums for those who work in more than one video picture in a week.

Three year contract, effective July 21, provides that the actor's original salary covers first and second showing of a TV film in the same market area. The actor receives 50% of his applicable minimum salary for third and fourth re-showings in the same area; 25% for fifth re-telecast; one payment of 25% covers sixth and all subsequent re-runs.

In addition, the new contract calls for daily minimum of $70 for single role in single picture and $175 for guaranteed three consecutive days; weekly minimum of $250 for single role in single picture; $320 for two films per week; $375 for three films per week.

Separate minimums and conditions will be negotiated for filmed commercial spots. Producers who agreed to contract produce approximately 80% of all such TV film made in the United States, according to SAG.

Besides ATFP members, they include Roland Reed Productions, Hal Roach Productions, Cascade Productions and Dancer-Fitzgerald-Sample, who also participated in negotiations. Throughout the entire negotiations the TV film producers strenuously opposed SAG's stand on additional payment to actors on re-runs.

Resistance reportedly weakened however when it was learned that major motion picture studios, now producing TV film, were nearing an agreement with SAG on the same issue.

ATAS Awards Group

AWARDS committee of the Academy of Television Arts & Sciences, Hollywood, is composed of Norman Blackburn, director of TV network operations, NBC Hollywood; Fred Henry, program director, KLAC-TV; Gil Ralston, head of Screen Televideo Productions; Cathy Lewis, who portrays Jane on CBS Radio-TV's *My Friend Irma;* and Richard A. Moore, vice-president and general manager, KTTV (TV). Hal Hudson, manager of CBS Hollywood television department, is committee chairman.

NEW 5 kw DuMont TV transmitter has been flown to Cuba where it is being used to cover a series of events planned by the government in honor of Cuba's 50th year of independence. Transmitter will operate on Channel 7 for Radio Universal in Havana.

COMMUNITY TV

Laconia Gets Firm Signal

FIRST clear, stable TV pictures came into the mountain-locked city of Laconia, N. H., June 25 when Community T-V Corp. opened up its community TV system. Ceremonies were highlighted by an address by New Hampshire Gov. Sherman Adams.

Antenaplex system, which encompasses a high-gain, directional receiving antenna atop 2,400-ft. Mt. Belknap, six miles east of the city, was engineered by RCA Service Co., which also supervised its construction. More than 30,000 ft. of coaxial cable runs down the mountain side on 40 telegraph poles. Five amplifiers boost the TV signals—received from Boston's two stations 120 miles away—before they reach the first subscriber in the city of 12,000 families.

Directors of Community T-V Corp. are Richard F. Cooper, New Hampshire State Republican chairman; Thomas J. McIntyre, attorney and former Democratic Mayor of Laconia; Albin Malin, owner of WWNH Rochester, N. H.; Mrs. Anna Belinsky, Rochester, N. H.; Mrs. Myrtle C. McIntyre, Democratic National Committeewoman for New Hampshire.

During the ceremonies, two large-screen TV receivers were installed on the speaker's platform. One was fed from a standard rooftop antenna, the other was connected with the community TV cable. Laconia has about 300 TV sets at the present time, each with its own outdoor array.

CAPITOL STUDIO

Two Added to TV Staff

CONGRESSMEN no less than other people like to appear on TV. That's why the Joint Recording Facility, which operates radio and TV recording studios in the Capitol, was given two extra men last week in the appropriation bill for the legislative branch (HR 7313).

Bill, which was signed by the President last week, approved the hiring of a $3,600 a year TV cameraman and a $3,300 a year film laboratory technician for the Congressional recording studio. The TV cameraman was hired three months ago, with his salary approved in the fiscal 1952 supplemental appropriation.

This brings to eight the number of personnel in the Joint Recording Facility, which is under the direction of Co-ordinator Robert J. Coar. Annual budget runs about $26,000 a year and since 1949 the operation has been self-supporting, it is reported. The facility makes tape recordings and transcriptions as well as motion pictures and film strips for Senators and Congressmen. These are shipped to their home stations as public service fare. Users of the facility are charged a fee, which is turned in to the Treasury Dept.

Synchroslide Method

NEW method for accurately and automatically synchronizing recorded commentary with projection slides has been developed by Synchromatic Products Co., Bayonne, N. J. System, termed Synchroslide, makes it possible for taped commentary to be cued for slide changing using white "cueing patches" applied to the back of the magnetic tape. When "cued" portion passes through an electric eye mechanism, the slide projector's changing apparatus is triggered electronically to change slides.

DOMINICAN PLANS

RCA Supplies TV Unit

FIRST mobile television unit for use in Dominican Republic has been purchased from RCA by "La Voz Dominicana," broadcast and television organization owned by Gen. J. Arismendi Trujillo under the government auspices.

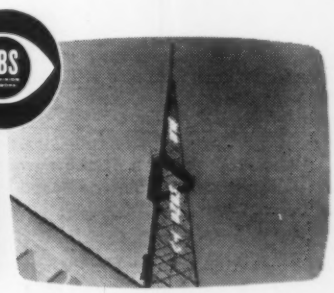
The unit includes field cameras, monitors, microwave relay equipment and other remote TV facilities.

Present plans call for operations to begin in August.

you can see the difference on WBNS-TV

A beautiful 3 acre plot is the site of WBNS-TV, where a 15,000 sq. ft. 2 story building houses an ultra-modern air-conditioned television station with up-to-the-minute facilities and a staff of 28 engineers who maintain and produce top-quality programming. WBNS-TV is one of the few stations with a stand-by transmitter and antenna system, assuring continuity of service.

"Buck Eyes Sports" . . . 6:15 to 6:30 Monday thru Friday . . . with Jack Buck reporting intricate sports sidelights and featuring United-foto scoreboards, films, slides, flips and personal interviews for another top-rated WBNS-TV program.



WBNS-TV's radiated power is 25,000 watts. The antenna, 595 feet above the ground, radiates clear, sharp pictures to over 200,000 families in the heart of Ohio, bringing top-rated programs over Channel 10, where you can SEE the difference.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

film report

Production . . .

Television Screen Productions Inc., New York, is starting production of six additional episodes of *Jim and Judy in Tele-Land,* children's animated cartoon package, in addition to the 39 episodes already completed.

* * *

Tony London, producer of the *Frank Merriwell* TV film series, has acquired TV film rights to 352 story properties by **Craig Rice,** mystery writer. Series of 13 half-hour films, to be titled *Craig Rice Theatre,* starts production in August with **Sam Neuman,** motion picture writer, adapting the scripts and directing. Mr. London will produce at Eagle-Lion Studios, Hollywood.

* * *

Ann Sothern, radio-film actress, has been signed by **Jack Chertok Television Productions Inc.,** Hollywood, to star in a new half-hour situation comedy TV film series, *Private Secretary.* Production starts Aug. 1 at the General Service Studios.

How To Stop Worrying and Start Living will be produced by Mr. Chertok and feature **Dale Carnegie** in the introduction to each half-hour film. The remainder of each program will consist of the before and after of situations as already established by **Mr. Carnegie.** Actors for this portion have not been signed.

* * *

Snader Productions Inc., Beverly Hills, has been formed as a subsidiary of **Snader Telescriptions Corp.,** that city, for the purpose of acquiring and financing outside television film productions. Headed by **Louis D. Snader,** the parent firm's president, the board of directors includes **Robert Snader,** vice president, **Jess Corello,** production manager, **Jack Snader,** now on military leave, and **Mrs. Sue Reinecke.** Officers of the new firm will be elected from the board members.

* * *

Jan Productions Inc., Hollywood, instead of **Filmcraft Productions,** [B•T, May 12] under changed plans, will film the TV version of *It's the Bickersons.* **Lou Parker** and **Virginia Grey** will portray title roles. **William Rapp,** package owner-writer-director of the former NBC radio program of the same name, will adapt and direct the half-hour films with **Jack Denove** producing.

* * *

VIP Productions Inc., Hollywood, TV film commercial firm using the Hoge Universal Focus Camera, has taken a year's lease on Stage 7 at Motion Picture Center. Production starts immediately using the firm's newly developed process for shooting inserts without grain. **Ralph Hoge, Lee Garmes** and **Robert Smith** are partners in company.

Sales . . .

Major Television Productions Inc., Culver City, which handles the distribution of *Thrilling Bible Dramas,* produced by **Cathedral Films,** North Hollywood, has sold the TV film series in five markets. They include WNBW (TV) Washington, KRON-TV San Francisco, KLAC-TV Los Angeles, WTAR-TV Norfolk and WMCT (TV) Memphis. Programs, based on the "Life of Christ" and "Life of St. Paul," make up 26 half-hours but can be combined as hour-long shows or divided into quarter-hour segments.

* * *

CBS-TV Film Sales announced last week three sales of TV film packages. *Cases of Eddie Drake* and *Holiday in Paris,* starring Dolores Gray, have been set for WSM-TV Nashville. *Strange Adventure* was purchased by WFAA-TV Dallas. The three programs are to begin this month.

* * *

Voglin Corp., Hollywood, has completed four 80-second live action TV film commercials for **General Foods Corp.,** New York, for showing on CBS-TV *Our Miss Brooks.* Two commercials are for **Maxwell House Div.** (Sanka) and two are for **Iglehart Bros. Div.** (Swans Down Cake Flour). Agency is **Young & Rubicam Inc.,** Hollywood.

* * *

Guild Films Inc., headed by **Reub Kaufman,** has opened two new sales offices. **Robert DeVinny,** midwest sales representative of Harry Goodman Productions, Chicago, has joined the firm with offices at 20 East Jackson Blvd., that city. Headquartered at 1900 Euclid Ave., Cleveland, is **Robert F. Blair,** formerly representative in that city for Snader Telescriptions Sales Inc. **Nat Donato,** general sales manager in New York for C. P. MacGregor (radio program packagers), named eastern sales manager with headquarters at 510 Madison Ave., N. Y.

Firm is making available to TV stations *The Guild Sports Library,* group of 30-second film clips of 400 sports personalities. Contracts include unlimited use and receipt of 10 additional film clips per month. To enable local sportscasters to illustrate their programs, no sound track is included.

The Guild News Library is now being prepared which will use the same treatment on national and international news personalities and events.

Availabilities . . .

Lewis & Clark Inc., Chicago, producer of television and radio package shows, is now offering for sale a new television quiz, *What's Your Eye-Q?* The program combines tested elements of the local telephone quiz program with an unusual visual element, the firm claims. Informative rhymed jingles accompanied by caricatures flashed on the screen form the body of the show.

Production of a series of 26 fifteen-minute western musical programs now is under way at Lewis & Clark and is expected to be ready

(Continued on page 98)

TV PACKAGE SALE

UTP's 'Big Town' to Italy

UNITED Television Programs announced last week the sale of the TV film package *Big Town* to Societa Radio Audizioni Italia (R.A.I.), Italy.

Big Town is now distributed by UTP in 29 markets not covered by Lever Bros., which converted the show from live to film early in April. Mr. Beckwith said the ARB rating for the show rose from 31.3 live to 36.7 on film.

Other sales by UTP include: "Double Play with Durocher and Day" for KOTV Tulsa and WKY-TV Oklahoma City, starting Aug. 1, to Hart Auto Sales; "Hollywood Off-Beat," for WDAF-TV Kansas City, starting July 10, to Field Chevrolet through Merritt Owens Adv. Agency, and "Old American Barn Dance" for WTAR-TV Norfolk, starting July 5.

Telenews on West Coast

ORGANIZATION of West Coast newsreel delivery service by Telenews Productions Inc., New York, has been announced by Ted Genock, Telenews editor-in-chief. "As soon as operations permit," Los Angeles bureau of Telenews-INS will begin servicing footage of regional news to West Coast TV stations, with all processing and shipping to be handled by special laboratory facilities soon to be set up in Los Angeles, it was reported.

REPUBLIC DROPS

TV Film Production Plans

DROPPING all TV film production plans for the time being, but making facilities available to outside independent producers, Republic Pictures, through its subsidiary Hollywood Television Service Inc., will concentrate on selling its stockpile of old theatrical movies to video.

This was revealed last week when Republic withdrew from talks with Screen Actors Guild for a contract covering actors in television and gave the explanation that it was cancelling all present video film production plans. RKO Radio Pictures withdrew from those talks, too, informing SAG that it had decided to temporarily by-pass TV film production.

Columbia Pictures, with subsidiary Screen Gems Inc., and Universal-International for United World Films Inc. remain the lone negotiators with SAG. However, all major studios have been represented during SAG talks through presence of Charles Horen, labor representative of the Assn. of Motion Picture Producers.

Announcement Soon

Reporting negotiations as "progressing satisfactorily," John Dale Jr., executive secretary of SAG, said an agreement announcement was expected to be made "within a few days." He said the guild was not negotiating with other major studios at this time because of their announcement that "they have no present plans for making any television entertainment films."

The deal worked out with Columbia and U-I will set the pattern for other major producers to follow.

SAG also is negotiating with Jack Chertok Television Productions and MCA, whose subsidiary Revue Productions makes video films. Contracts are identical to those signed by Alliance of Television Film Producers and several unaffiliated independent TV production companies July 2.

DENVER 'TELECAST'

KMTV (TV) Claims Assist

GLENN HARRIS, program manager, KMTV (TV) Omaha, is claiming a strong assist in Denver's "pioneer telecast" of Gen. Dwight D. Eisenhower's address June 23. Mr. Harris said KMTV aided the "first telecast ever to emanate from America's largest non-television city, Denver. . . ."

The telecast was carried on a coaxial cable from Denver's Brown Palace Hotel to the local telephone company, where it joined the network relay system. From Omaha, the program was split and fed to the East and West Coasts. Mr. Harris added that only a few persons in Denver were able to see the telecast through a closed-circuit relay.

RANGERTONE
BEST FOR TV FILMS
USED BY
Boy Scouts of America
New York City
SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

BRITISH VIDEO

Commercial Activity Seen

BRITISH advertising—and British capital—is already embarking on anticipatory activities for the advent of commercial television in the United Kingdom, following the action of the House of Commons in authorizing the introduction of broadcast video advertising at such time as the national defense program will permit [B•T, June 16].

A new corporation, reported by the London *Daily Herald* to be backed by more than $250 million, is being formed with the objective of "technical and program development of television and sound radio throughout the world." Principals of the as yet unnamed organization are said to include Sir Alexander Aikman, chairman, Electric & Musical Industries; Norman Collins, chairman, High Definition Films and former TV head of the BBC; Viscount Duncannon, of the London financial house of Robert Benson, Lonsdale & Co.; Sir Alexander Korda of London Film Productions; Sir Robert Renwisk, director, Associated Electrical Industries and president, Television Society, and C. O. Stanley, chairman, Pye Radio, set manufacturer.

British Vitamin Products Ltd., through its advertising agency, Auger & Turner, has applied to the British Postmaster General "for time in the first sponsored television program," according to a letter quoted in *Advertiser's Weekly*.

TV IN PEORIA

Store Uses Closed Circuit

REPORT on use of closed circuit TV for a department store on a 13-week basis—the first demonstration of commercial television in Peoria, Ill.—is circulated by Arbingast, Becht & Assoc., agency for Block & Kuhl Co. in that city.

The agency noted that it capitalized on the high interest in TV in a non-television market and said the store still reports "increased, directly-traceable sales" to the series which ended June 13.

Last March AB&A Radio-TV Director George Cremeens conceived the idea for *Block Party* with product demonstrations and public service features. Within six weeks, the store reported that TV receiver sales had multiplied. Program was produced each weekday from the store's Skyline restaurant and telecast over closed circuit to 57 TV sets in the store. Show was aired on radio by WMBD-AM-FM, which supplied equipment and personnel.

TOTAL of 38¼ hours per week was allocated to NBC-TV and WOAI TV San Antonio, network affiliate there, when direct connection with NBC by cable and microwave relay became effective July 1. This represents 68.3% of total air time allocated to the city on the network link.

CANADA TV

CBC Priority to Delay Privately-Owned Video

INDEFINITE delay of privately-owned TV stations in Canada was implied July 4 in the Canadian government's announcement that its Canadian Broadcasting Corp. must open a TV station in each province before any private TV station is allowed to go on the air.

The government loaned CBC $2 million to finance the first year's operations of CBC video outlets at Toronto and Montreal, scheduled to open in September. Construction of the stations also is being financed by a $6 million federal loan.

In a report also on July 4 a joint committee of the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies gave advertisers an idea of what to expect during the first few years of television.

Highlight of the report: Enthusiasm is not high for commercial TV in Canada, mainly because of high costs, few sets, and limitations placed on commercially sponsored video by CBC.

Unless advertisers increase budgets to take care of TV in the two major markets, radio and other media will suffer in order for the sponsors to use video at current high costs, it was pointed out.

The report also points out that advertisers should be aware of the long term implications of the CBC TV policy. The committee recalls to advertisers that A. D. Dunton, CBC chairman, at the recent annual meeting of the ACA stated that while advertisers were invited to participate in the development of the new medium, it was implied that their position was one of sufferance rather than participation on a partnership basis.

CBC policy on production of commercial shows also does not appeal to advertisers, the report shows. The CBC has decided, over the protests and objection of the joint ACA and CAAA committee, to produce and direct all TV programs which originate in their studios. This policy may well result in a situation where advertisers will be forced to bear the brunt of responsibility for mistakes in the eyes of the public. It will also mean that the advertiser who is dissatisfied with the production of his TV program can no longer hold his advertising agency responsible for the quality of program, but must rely on the good intentions of the CBC.

The committee reported that by the end of April 1952, a total of 91,404 TV sets had been sold in Canada, and that the Radio-Television Mfrs. Assn. of Canada estimated 70,000 sets would be sold in Canada in 1952. This estimate was prior to consumer credit restrictions being lifted and may be conservative. Based on growth in comparable U. S. cities it is anticipated that the 60,000 sets now in the Toronto area will grow to 112,000 within the first year of telecasting from a local station, and to 250,000 by the end of the third year. In Montreal it is estimated that there will be 15,000 sets by the end of September 1953, and 225,000 by the end of the third year.

The committee, headed by J. A. Lawrence, Borden Co. Ltd., Toronto, and G. C. Clarke, Standard Brands Ltd., Montreal, plans to continue its studies and to present them to members of the ACA and CAAA.

TV TRANSMITTER

RCA Ships to WSAZ-TV

FIRST major high-power TV transmitter unit since the thaw was shipped last week from the RCA Victor plant at Camden, N. J., to WSAZ-TV Huntington, W. Va., according to W. W. Watts, vice president in charge of the engineering products department. WSAZ-TV is now operating on Channel 5 with a standard 5 kw transmitter.

Mr. Watts said a new TV era is marked by resumption of deliveries. He turned over the equipment to Leroy E. Kilpatrick, WSAZ-TV chief engineer, explaining it is the first of many high-power transmitter-amplifiers to be delivered by RCA Victor. WSAZ-TV is applicant for a CP to operate on Channel 3 with 83.4 kw ERP.

CBS-TV CASTING

Split Into Two Sections

DIVISION of CBS-TV's casting department into two sections—one for booking variety-musical attractions and another for auditioning and casting dramatic talent—was announced last Tuesday by Hubbell Robinson Jr., vice president in charge of network programs.

Both divisions will be headed by Robert M. Banker, who was appointed CBS-TV casting director last month. Mr. Banker's present department personnel will handle dramatic show auditions and castings.

Bookings for variety-musical shows will be supervised by Helen Keane, formerly with Music Corp. of America's booking department.

WATV (TV) Sender

ANNOUNCEMENT of the sale of a 50 kw and a 5 kw VHF TV transmitter to WATV (TV) Newark was made July 1 by the Television Transmitter Div. of Allen B. DuMont Labs. Inc., Clifton, N. J. WATV bought the 5 kw transmitter for use when the station moves to its new site at the Empire State Building in the near future and the 50 kw transmitter in anticipation of expansion to higher power at a later date.

TV UNBIASED

Swayze Tells Ad Clubs

TELEVISION is the most unbiased medium of news reporting because the viewer sees events as they happen, according to John Cameron Swayze, NBC-TV *Camel News Caravan* commentator, speaking before a combined Los Angeles and Hollywood Ad Clubs meeting at the Biltmore Hotel last week.

Each news medium—radio, TV or the newspaper—has its place, Mr. Swayze noted because newspapers give "the complete story" and radio with its elasticity gives "a fast, up-to-the-minute picture of the news." While TV has neither of these attributes, he said, "it has the extra dimension of the pictorial to aid it in telling a news story."

No matter how much the newspaper or radio reporter-newscaster attempts to keep out editorializing, "the story is still clothed in his words, and is his interpretation which goes to the public," he said. Television, the perfect reporter, records what is happening, and transmits it to the consumer without processing, he concluded. Mr. Swayze was on the West Coast for the transcontinental premiere of *Caravan* June 30.

PLANS for raising memorial fund of $1,500 for a TV receiving station in new Journalism Bldg., U. of Texas, Austin, have been announced. Station is intended as a memorial to school's journalism students who were killed in World War II.

OPERATION

Sunburst

Winter profits melt into Summer excuses except on

WLW-Television

So put starch into those wilting sales with

OPERATION SUNBURST

and the

$50,000

"IF I WERE PRESIDENT"

Contest

Exclusive on

WLW Television

N.Y. FILM SITE

NTFC Hears City Plans

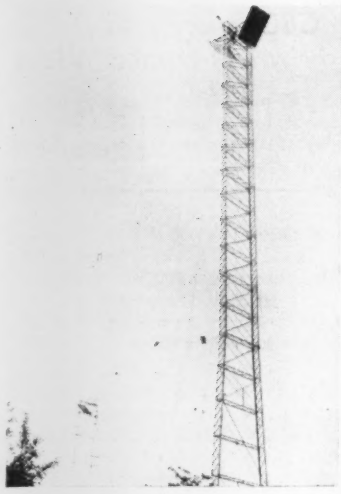
COOPERATION in establishing a TV film center in New York [B•T, June 23] was pledged Wednesday by Walter T. Shirley, commissioner of commerce and motion picture and television coordinator for the city.

Mr. Shirley told 75 persons attending the National Television Film Council's fourth anniversary luncheon that New York should have a Manhattan site available at all times for producers. He said facilities should be so attractive that New York business will not "be lured away to Hollywood."

Mr. Shirley said he had formed a committee to work with the film industry to secure a site, and urged the council to cooperate with other film trade groups to insure the project's success. He made no direct mention of how the project could be financed, but in a question-and-answer period suggested the industry itself might arrange for proper financing, either from within, or by interesting other private backers.

Mr. Shirley said he has conferred with other film groups in the city and that all agree the need for a TV-film center is the paramount issue in the New York-Hollywood tussle. He said his committee has worked with one from another trade group (apparently referring to the Film Producers Assn. of New York), and both now are considering several mid-Manhattan sites. He called on the council to "iron out differences" with other trade groups and to "get behind the TV-film center idea 100%."

Melvin L. Gold, council president, told Mr. Shirley his recommendations would be considered at a meeting of the executive board.



THIS is new two-tower array of the Bell microwave relay system completed for WJIM-TV Lansing, Mich., and part of the $250,000 Bell system completed by AT&T. Signal is beamed from Detroit to 274-ft. tower at Milford, to a second tower at Danville, to receiver in Lansing and then to the WJIM-TV tower.

MT. SUTRO

KPIX (TV) Gets Lease

ABC announced last week it had granted a 10-year lease to KPIX (TV) San Francisco for re-location of its television transmitter atop the ABC-owned Sutro Mansion facilities in San Francisco.

In making the announcement, Frank Marx, ABC vice president in charge of engineering, said that "it is anticipated that Mt. Sutro will become another 'Empire State' site for Bay Area television stations due to its ideally situated location in that city."

He explained that Mt. Sutro "is almost the geographic center of San Francisco and makes one of the most perfect natural locations in the country for the transmission of television signals, without interference from surrounding terrain or man-made obstacles."

Mr. Marx noted that FCC's TV allocations allotted 10 channels to the San Francisco area and said he believed that virtually all new stations would want transmitter facilities at the ABC-TV transmitter site.

KPIX becomes the second San Francisco video outlet to originate its transmissions from this location. ABC-TV's owned station KGO-TV has been operating from the Mt. Sutro site since May 5, 1949. KPIX is expected to begin transmitting programs from its new site sometime this month. The ABC-TV tower measures 530 feet and Sutro Mansion is located some 830 feet above sea level.

SAFETY KITS

Distributed by Ad Council

SOLICITING the help of television in preventing traffic deaths for the vacation months ahead, the Advertising Council sent a new kit of public service advertising material on safety to every TV station in the country, plus the four TV networks.

Accompanying letter from Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), and voluntary coordinator of the year-round council "stop accidents" campaign, stated that "television could become a tremendous factor in helping to prevent accidents."

Prepared without charge by the campaign's volunteer agency, Young & Rubicam, Chicago, the TV kit also contains film spots, posters and announcements.

Morris Forms Film Firm

NELSON MORRIS, formerly advertising photo consultant for Grant Adv., McCann-Erickson, Young & Rubicam and other advertising agencies, has formed Nelson Morris Productions, TV motion picture company, with headquarters at 538 Fifth Ave., New York. All production will be staged in Mexico, Mr. Morris said.

WOMEN VIEWERS

Lawrence Cites N. Y. Survey

WOMEN in the greater New York area spend nearly 15 million hours a week watching daytime television, Craig Lawrence, general manager of WCBS-TV New York, told a news luncheon at New York's Blair House Thursday.

Quoting from the findings of a survey made by Advertest in May, Mr. Lawrence said that while the percentage of women watching daytime TV had declined slightly in the preceding year, from 39.5% in May 1951 to 38.4% in May 1952, those women who do watch daytime TV had increased their hours of viewing from 10 to 13 a week. This fact, coupled with the increased number of homes with TV, means that the total number of daytime hours New York women spend in front of their TV receivers now totals 14,936,064 a week, a rise of 60.9% in the past year.

WCBS-TV fared even better, Mr. Lawrence reported, with a rise of 100% in average daytime quarter-hour rating and a gain of 154.6% in the number of viewing homes per average quarter-hour. Although the station's rates have risen, he pointed out that the new "daytime dozen" package which offers a 45% discount to advertisers using 12 or more spots a week on WCBS-TV lowers the rate for them to 21% less than a year ago.

"This plan was evolved," he said, "to encourage spot advertisers to make more use of daytime television and to do it on a basis of greater frequency and repetition." Although introduced only about a month ago, the 12-a-week plan has already added four sponsors, he reported: Best Foods for Nucoa and Hellman's Mayonnaise, General Foods for Maxwell House Coffee, Loew's Theatres and Rival Dog Food.

Facts and figures discussed by Mr. Lawrence are contained in a new brochure—"In the Daytime, too, It's Channel 2"—issued by WCBS-TV, which occupies that channel.

Mr. Abrams, honored at the dinner for his 30 years as Emerson's president, announced that the board of the Radio Television Mfrs. Assn. has authorized its chairman to appoint a committee to study ways and means of furthering the development of educational TV stations. Mr. Abrams had proposed that the manufacturers of radio and TV receivers should spearhead a drive to raise a $5 million fund to achieve this purpose. Announcement of the committee members will be made shortly.

Plans for the third part of the Emerson project—formation of an educational council composed of statesmen, educators and business executives to guide the development of educational TV—are also progressing, Mr. Abrams said. He reported an enthusiastic response to the complete program from educators and public and industry leaders and said that an important announcement may soon be made.

AFL FILM GROUP
Hints Advertiser Boycott

PROTESTING foreign TV film production and intimating a boycott of advertisers who use such shows, Hollywood AFL Film Council Tuesday asked all labor organizations to fight the "current practice."

The increasing number of producers and advertising agencies making TV films abroad deprives many U. S. citizens of employment and causes loss of taxes on salaries and wages, a resolution declared.

The AFL Council charged that these TV film productions abroad are for "tax-saving purposes or to take advantage of cheap production and labor costs."

The council asserted it was unfair to go outside the U. S. to make films to be used to sell American products to American citizens, and in asking labor's support, threatened to desseminate to other labor organizations and groups the "identities of such products and the advertising agency, manufacturers and distributors" involved.

TELENEWS STAFF
Appointments Announced

TELENEWS Productions has announced the appointment of four new staffers in its expanding news operation, three in the New York headquarters newsroom and the other in Dallas.

Gordon Yoder, newsreel cameraman, will work out of Dallas, covering the Southwest. Additions to the New York staff were Robert Leckie, formerly of the New York *Journal-American* and the Buffalo *Courier-Express*, as a writer, and Jules Siegel and Van Kardisch as assistant editors. Mr. Siegel was formerly on the news desk at WNYC New York and Mr. Kardisch was with the Levittown, L. I. community newspaper.

CARS used by camera crews of Telenews Productions Inc., N. Y. have been equipped with two-way high-frequency radios in order to increase operating speed. Radios are used for direct contact between home office and camera crews and for car-to-car communication.

STATE DEPT. FUNDS
TV Request Fails

A RECOMMENDATION that television be included on an equal basis with radio broadcasting in the State Dept.'s 1953 appropriations budget was rejected by Senate-House conferees in an 11th hour move over the July 4 weekend.

The Senate receded on its own adopted amendment at House urging, thus defeating a suggestion by Sen. Karl Mundt (R-S.D.), avid proponent of trans-oceanic television [B•T, June 30].

Other significant changes in the 1953 funds measure (HR 7289) as both chambers cleared it July 5 for the President's signature:

● The overall international information program was sliced to $87,325,000—a compromise between Senate and House figures—with perhaps proportionately less for Voice of America shortwave broadcasting operations than originally estimated.

● Monies to be "made available to one or more private international broadcasting licensees for . . . developing and broadcasting" special programs were pared from $200,000 to $100,000.

The decision to delete any reference to television reportedly stemmed from the reluctance of conferees to take such a "far-reaching step" without sufficient study by members of Congress, according to committee authorities. It was pointed out that the subject had not been raised during hearings by the Senate Appropriations Committee before Sen. Mundt offered his amendment on the floor.

The Mundt recommendation would have provided that the State Dept. could use money this new fiscal year for TV as well as radio broadcasting. It is Sen. Mundt's conviction that authority for this is contained in the Smith-Mundt Act of which he was co-author.

Conferees' action on voting international information funds was a compromise between the $86,575,000 allotted by the House and the $88,556,516 given by the Senate. It was estimated earlier that perhaps $20 million would be earmarked for radio broadcast operations.

Out of the $87 million-plus will have to come money to enable two radio relay stations to begin operation later this year. But expenditures for five new stations and two additional floating transmitters, plus proposed language projects, were categorically turned down.

The feeling of the International Information Administration and its administrator, Dr. Wilson Compton, is that new facilities already constructed should be pressed into action as soon as practicable. Dr. Compton also has suggested the transfer of some VOA programming to overseas locations, with greater stress on use of local facilities in Europe [CLOSED CIRCUIT, June 30].

Senate and House conferees were in sharp disagreement over making money available to private firms (such as World Wide Broadcasting Corp., WRUL Boston). Finally, Senators suggested $100,000 be set aside for this purpose to which the House members agreed.

OLYMPIC BAN
TV-Newsreel Protest Made

SPOKESMEN for combined American TV-newsreel agencies revealed last Wednesday—and simultaneously registered a protest—that the Olympic Committee will ban U. S. TV newsreel coverage of the international games.

They said they had information that the committee plans to "commercialize" the Olympics by making a feature film of the contests for "profitable distribution."

In a cable to E. Von Frenckell, Olympic committee chairman, Francis McCall, news director NBC-TV; Jack Haney of UP-Movietone News, and E. P. Gennock, Telenews editor-in-chief, urged a reversal of the action.

VFW POSES SUIT
If 'Medal' Series Is Filmed

LEGAL action was threatened by the Veterans of Foreign Wars after the group's ultimatum to W. R. Frank to cease further announcements and production on a proposed *Medal of Honor* TV film series. The VFW has engaged Al Rogell Productions Inc., Hollywood, to film the television version of its similar existing radio series [B•T, June 23].

Mr. Frank, a Minneapolis motion picture exhibitor now in Hollywood, said he believed highlights in the lives of Congressional Medal of Honor winners are in the public domain. The half-hour scripts in the VFW sponsored series are titled *Beyond the Call.* Jon Yost, radio-TV director, Russell C. Comer Co., producer of the radio version, is preparing the TV series.

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Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

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Write now for our fact-filled Custom Record Brochure!

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RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

PETRY PEOPLE AT WORK

Picture Book Tells Story to Stations

WHAT happens when the candid camera catches 108 people at work, just the way they are—with no poses or touchups?

Edward Petry Co., national station representative, has come up with one answer—a graphic picture story which it has just presented to its station clients. And back of this picture story is another: How it all started from a random remark by a station manager.

The plan was developed last November when the company's officers decided to let stations see its 108 employes at work. Nothing novel in that, perhaps. But Edward Petry wanted a completely realistic approach. Said the firm's president:

"I want this story of our company to be real all the way through. None of the pictures is going to be touched up. If a man is working in shirtsleeves, or if a girl wears glasses when she types, let's make sure the photographer takes the pictures just that way."

While not aiming for the candid approach of major picture weeklies, the Petry firm used the unposed picture technique to achieve the utmost in realism. After seeing the book, one West Coast station manager commented: "I've always been very conscious of all the Petry salesmen I correspond with all the time but I never realized that you have two people in the office for every salesman out on the street."

As a result, the 88-page picture book has station men talking about the story of people "who make it possible for Petry salesmen to spend more time selling." The book comprises 156 photographs and only two pages of copy.

Putting the story together was a complex production. The job was set out with hand-set type and hand-mounted photographic blowups in each of the reproductions. Separate radio-TV organization charts were bound into the book, and a four-color silk screen process was used to set apart major job functions of all employes. Remaining pages were done in two colors—black and terra cotta on buff board.

The Petry Production Dept. also busied itself, digging out personnel biographies, going out on "location" with photographers and preparing copy. Production employes helped catch subjects in unposed and at work at Petry offices, at the agencies and at advertisers.

Actual shooting lasted about a month, with a national picture service handling photography in New York and six other Petry offices. A team of seven photographers took more than 2,400 candid shots, from which the company selected 156.

One hurdle was to get "workaday" shots of some 70 secretaries, chartists, switchboard girls, bookkeepers, messengers, etc. Each employe received the same amount of time and film, regardless of his or her position. As a result, the bound copy contained pictures and thumbnail sketches from president to the mimeograph boy.

Key to the feeling and purpose is given by Mr. Petry in his introduction:

This picture story of the Petry Co. was not born of any special inspiration. It came into being when a station manager said, "I wish all the other people at my station could meet each one of you and get to know exactly what you do."

This is the result of that random remark. Not the way we aim to be or not the way clever camera work could make us look. All the Petry people are here—doing actual things for stations that we do every day of our business lives.

Photographer was on the spot at the Compton Agency snapping this "workaday" picture of (l to r) Hanque Ringgold, Petry's eastern manager; Guy Richards, Compton media chief, and Bill Maillefert, Petry radio salesman. This was one of 156 shots used by firm in its picture story sent to station clients.

IIA STRUCTURE

Advisory Group Analyzes

PRESENT semi-automous position of the International Information Administration is preferable to separation from the State Dept., the U. S. Advisory Commission on Information has advised Congress.

Commission reiterated its earlier views on organizational structure covering the Voice of America and other information activities, but reserved final opinions until all proposed changes are put into effect. Its position was outlined in a sixth annual report to Congress.

The advisory body, headed by Mark A. May, director of Institute of Human Relations at Yale U., also endorsed recent Senate action approving an inquiry into the overseas program [B • T, July 7]. Resolution was co-sponsored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.), with the former favoring a study of possible separation of IIA.

The report was signed by all but one of the five commission members, Justin Miller, NARTB board chairman and general counsel. Judge Miller has been on leave of absence from the group since he was named chairman of the Salary Stabilization Board last November.

WOV REVENUE

Weil Cites Steady Rise

REVENUE at WOV New York for the first half of 1952 rose 130% over the same period 10 years ago.

Figures released last Tuesday by Executive Vice President Ralph N. Weil reveal the station has had a steady growth since 1942. Mr. Weil said that sales figures for the first half of 1952 were, in fact, 26% greater than the station's revenue for the entire year of 1942. Analysis of revenue also showed that the first half of 1952 ended with an increase of 14% over a year ago and 43% over five years ago for the same period.

Form Hand and Myse

NEW law partnership of Hand and Myse, Transportation Bldg., Washington, D. C., has been announced. Frank B. Hand is a former examiner of the Interstate Commerce Commission. Daryal A. Myse is a former FCC and Federal Power Commission attorney and counsel for the Wisconsin Public Service Commission.

Texas Meet Sept. 17

SEMI-ANNUAL meeting of the Texas Assn. of Broadcasters will be held Sept. 17 at Fort Worth, it was announced last week by Richman Lewin of TAB. The date precedes by a day the NARTB District 13 meeting in the same city.

NEWS on KMBC-KFRM is TOPS...

... because KMBC-KFRM stays on 'top' of the NEWS!

And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.

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IN NORTH CAROLINA
IN THE SOLID SOUTH

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

XUM

FCDA STATUS

Hurt by Capitol Hill Budget Cuts

AT LEAST two vital government civil defense functions are facing a recession of activity because of lack of funds, it was learned last week.

At the Federal Civil Defense Administration, authorities are reciting an oft-told story bearing on the action of an economy-minded 82d Congress, which pared agency funds to the bone before it adjourned.

The two projects most immediately affected by axe-wielding on Capitol Hill are these:

● Overall public education and information activity in radio, television and other media.

● Closed circuit theatre TV demonstrations and other public training devices.

Both the Senate and House took a dim view of national civil defense efforts and the intent of the agency to alert and prepare the nation for possible attack by lopping off upwards of 90% from its requested '53 budget. The cuts will be felt all down the line, in communications, public affairs and other operations.

Conelrad (control of electromagnetic radiations) is perhaps only an incidental victim in this instance, although the question of who shall pay for sequential lines to hook up clusters of stations is still unresolved. Stations themselves are bearing the cost of changing their equipment as a prerequisite to participation in the plan.

More severe cutbacks will be felt by FCDA's Office of Public Affairs and its Audio-Visual Division, which prepares public education and information data. Audio-Visual also has produced three closed circuit theatre TV demonstrations to recruit and train volunteer personnel. So successful are the programs, they no longer are "experiments" and are, in fact, under study by other government agencies. The most recent was that evolved to train policemen over a 10-city theatre TV network [B•T, June 23].

Far-Reaching Effects Seen

FCDA had sought $600 million for the new fiscal year. Congress allotted only $43 million of which $8 million is earmarked for overall operations. The last-named two figures are substantially below fiscal 1952 outlays.

FCDA authorities said they are unable to ascertain where the cuts would be made, but asserted that these vital programs would be adversely affected this fiscal year. Congress did not specify where any decreases should be made. But it is known that the emergency agency has taken its appeal to the Budget Bureau in a bid to scrape up more money for all functions.

With respect to public information work—apprising the citizenry by radio-TV and other media of protective measures—these activities are certain to suffer. As in previous fiscal hearings, time donated in the public interest by stations and networks, some through arrangements with the Advertising Council, drew generous praise from FCDA Administrator Millard F. Caldwell Jr. Public Affairs office had asked $5,375,000 and the House gave $1.6 million.

The agency's ventures in theatre television were, perhaps unfortunately, not mentioned by its officials during hearings before Senate and House Appropriations subcommittees, although this project has proved itself an economical training medium. It was revealed, however, that FCDA anticipates contractual services totaling $8,807,520 for radio-TV and other activities—a figure now destined for a downward revision.

According to the breakdown, $343,600 would be spent for TV shows, audio-visual aids, motion pictures and other devices; $59,000 for radio transcriptions; $100,000 for video spot films; and $39,000 for production of television programs.

Radio-TV Lauded

Administrator Caldwell praised radio-TV-press for "magnificent support at no cost to us" and said that over 7,000 hours of broadcast time have been donated by networks and stations.

Aside from preparing scripts and furnishing speakers for public interest programs and working generally with radio-TV broadcasters, FCDA's Audio-Visual Div. also is charged with formulating emergency program schedules to be aired by broadcasters in the FCC-Air Force alert plan.

Late last May, Jesse Butcher, Audio-Visual chief, and FCC personnel conferred with New York State broadcasters and civil defense authorities on technical and programming phases of Conelrad [B•T, June 2]. Government officials also promised to meet periodically with NARTB, networks and stations—all industry segments—to work out this vital operation.

Again, while other factors are present, the lack of funds could result in curtailment of Conelrad personnel at both FCDA and FCC levels. FCDA authorities have awaited Congressional budget action before drafting a Conelrad program blueprint and meeting with broadcasters. Concurrence of key emergency agencies like the National Security Resources Board also is needed under the President's Executive Order of last year.

FCDA already has agreed to pay for certain telephone lines at local CD points. It was held probable that the Air Force would shoulder the cost burden for installing sequential lines connecting stations participating in Conelrad. This implies, of course, compensation to AT&T and relative priorities for lines to be used by CD personnel and those hooking up stations. Communications monies also would be pared in the amended budget.

Slicing of federal FCDA outlays each year has been a constant cause of concern to Administrator Caldwell, former governor of Florida, to the degree that he has appealed to President Truman to choose a successor. It is deemed unlikely that Mr. Truman will replace him during in these political "lame duck" days, despite Mr. Caldwell's obvious dissatisfaction with lack of Congressional cooperation on budget requests.

Mr. Bell wearing the winning peanut-squirrel chapeau. ➤

KRNT'S ZANY HATS

Bell Cures 'Hatsafrania'

KRNT Des Moines doesn't attempt to keep its promotion successes under the hat. Rather it took hats —ladies' hats—to give KRNT's Don Bell, disc jockey, a stunt idea.

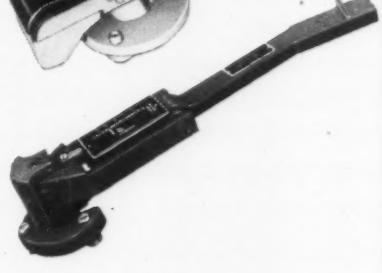
Mr. Bell originated the "Don Bell Zany Hats Contest," by feigning a post-Easter illness that was "diagnosed" as "Hatsafrania" brought on by the female sex's insatiable delight for unpardonable hats.

The remedy, supposedly, was for Mr. Bell to surround himself with outstanding samples of women's headdress. Mr. Bell then appealed to his listeners to help out his case. They did and the winning couples were presented with two-week vacation trips. When the contest got into full swing, choice chapeaux poured in and filled a vacant candy store.

A few samples of the "hats" turned in: Winner — peanut and squirrel theme, second place—miniature wigwam made of chamois and tiny golf sticks with a waiting red convertible (all Mr. Bell's trademarks), and third place —Johnny Ray recording as the brim decorated with a little white cloud of cotton with a crying face that actually dripped tears with the squeezing of a tiny syringe.

PERFECT TRACKING

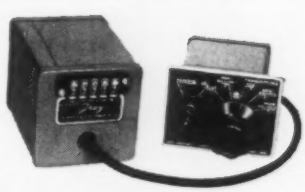
..without tone arm resonance



● That's what you get with the versatile Gray Transcription Arms. Take your pick: There's the new specially designed—viscous damped —Gray 108-B Arm for all speed, all size records. There's the Gray 106-B Arm assuring fidelity of tone for every speed record. Both use GE or Pickering Cartridges.

● For highest tonal quality and new record reproduction from old records, use Gray Equalizers—preferred by leading broadcast stations.

● Remember — for professional broadcast equipment, Gray shows the way. Write for bulletins describing the above equipment.



GRAY RESEARCH AND DEVELOPMENT CO., INC., 598 HILLIARD ST., MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—
Originators of the Gray Telephone Pay Station and the Gray Audograph

Hart C. Gray
President

NBC's KOA Sale Filed

(Continued from page 25)

(1.36%), attorney and director of Denver National Bank; Director Thomas P. Campbell (3.62%), Denver manager of improvements and parks; William J. Ahern (2.7%), merchandise manager, May Dept. Store, Denver; George B. Berger Jr. (0.97%), director-vice president of Colorado National Bank; Hugh R. Catherwood (1.62%), Denver director of budget and personnel; Myron B. Emrich (1.36%), president and one-third owner Denver Agency Co., real estate and insurance firm; Arnold B. Gurtler Jr. (2.7%), treasurer of Elitch Gardens Co., Elitch Amusements Inc. and Elitch Greenhouses Inc., amusement park, summer stock theatre and greenhouses; Robert S. Kohn (2.16%), president of American Furniture Co., Denver; Morrison Shafroth (1.08%), attorney; Walter M. Simon (1.36%), attorney; Henry W. Toll (1.35%), attorney; David S. Touff (1.08%), general merchandise manager of May Co. and vice president of May Dept. Stores Co. Messrs. Emrich and Simon respectively are also president and secretary-treasurer of Yellow Cab Co., Checker Cab Co. and Airport Limousine Inc.

A 14.05% interest in the applicant is held by Hendrie & Bolthoff Co., Denver, which holds debentures of about $175,000 also. The firm for 75 years has been a manufacturer and distributor of mining machinery and industrial equipment. With the advent of electricity, the automobile and radio, Hendrie & Bolthoff pioneered distribution of supplies and equipment for these industries in the Denver and Rocky Mountain areas.

The purchase agreement for KOA calls for $1 million cash, of which $100,000 has been paid as down payment, and a promisory note in the amount of $1.25 million by Hope Productions to NBC. The note is for five years at 4½%.

The Denver group is putting up $875,000 cash, based upon loans to their accounts by the Denver and Colorado National Banks, while Mr. Hope and his associates as individuals are putting up $125,000 cash and Hope Productions the note for $1.25 million.

In addition, each group is providing $50,000 working capital for KOA. To finance the television operation, each group will purchase $200,000 in additional debentures.

The Hope group and the Denver group each will have right to elect an equal number of directors. In addition, the application explained, the class of stock to be held by the Denver group will give it the right to elect an additional director "who shall be a disinterested non-stockholder resident of Denver, subject to approval of the class of stock held by Hope Productions"

KOA assets to be acquired by Metropolitan Television includes cash of $25,000 and total current assets over current liabilities, exclusive of cash, is warranted to be not less than $50,000 at the closing date.

NBC reported net sales of $1,112,763 for KOA-AM-FM in 1951 and earnings before federal taxes of $239,450. Net sales and earnings for 1950 were $983,447 and $232,739, while for 1949, net sales totaled $959,141 and earnings $203,738.

Depreciated Cost Report

As of May 31, NBC reported the depreciated cost of all KOA property as $72,546 and KOA-AM $36,018. Original property cost for KOA was cited as $327,447 and KOA-FM $85,057 (technical equipment only for FM).

As of the same date, the KOA assets to be transferred were carried on the NBC books at about $225,000, FCC was informed, and liabilities to be assumed by Metropolitan Television were carried at about $13,500.

NBC's balance sheet, as of May 31, reported total assets and liabilities of $45.6 million. Current assets were nearly $25.2 million and current liabilities nearly $18.5 million (including almost $8.6 million accrued federal taxes). Plant and equipment was listed at almost $31 million, less $14.2 million reserves. Capital stock was listed at $6.5 million and earned surplus almost $19.9 million.

Bob and Dolores Hope, as of May 29, reported current assets of almost $3.8 million, of which $2 million is market value of oil lease investments. Miscellaneous liabilities of about $590,000 were listed, giving them capital of $3 million plus. Mr. Hope and Bing Crosby are associated in oil ventures at Fort Worth with W. A. Moncreif and C. E. Hyde.

Mr. Hope also is president and 56.25% owner of Hope Enterprises Inc., organized in 1946. The talent and package firm has 21 stockholders and is owned 25% by NBC.

The James L. Saphier Agency listed net worth in excess of $110,000 as of May 31, the application reported.

Hope Productions reported total assets and liabilities of about $25,000.

Current contracts of KOA, as of June 23, were reported to total 182. These included 92 for 52 weeks, 11 for 39 weeks, 19 for 26 weeks, 17 for 13 weeks and 37 for less than 13 weeks. KOA in addition has an oral agreement with Standard Oil of Indiana to air the entire 1952 U. of Colorado football schedule. This pact involves $10,000, of which $3,200 represents time charges and the rest program costs.

KOA also reported oral agreements for time or announcements with Bluehill Foods Inc. for supplying certain products in December, Yellow Cab Co. for display advertising, Orpheum Theatre-RKO for screen trailers and Rocky Mountain *Jewish News* for advertising space.

NBC's portion of the transfer application was handled by Gustav B. Margraf, vice president and general attorney, and Joseph V. Heffernan, financial vice president. Metropolitan Television's application was prepared chiefly by Mr. Radetsky and by Mr. Davis. Washington counsel for the assignee is Pogue & Neal and McKenna & Wilkinson.

WELCOME to Charles Douglas (r), new account executive at WCKY Cincinnati, comes from Charles H. Topmiller, station manager. Mr. Douglas was Indianapolis-Cincinnati assistant regional manager for Real Silk Hosiery Mills.

EASLEY OPENS
New Offices in D. C.

CONSULTING radio engineer Robert L. Easley, against whom mail fraud charges were dismissed, has announced the opening of new consulting engineering offices at 1311 G Street, N.W., Washington, D. C.

Dismissal of the Dept. of Justice complaint against Mr. Easley, for which he was indicted by a federal grand jury early this year [B•T, Jan. 21], was made on the government's motion. It was granted June 9 by Chief Justice Bolitha M. Laws of the District of Columbia U. S. District Court. The dismissal motion was made because of the inability of the chief government witness to travel to Washington due to his physical disability, the U. S. District Attorney's office reported. The witness was H. N. Lee of the Opp (Ala.) Chamber of Commerce.

Mr. Easley previously has been named or involved in law suits filed by WHAR Clarksburg, W. Va.; WLIL Lenoir City, Tenn.; WRNO Orangeburg, S. C.; and WNOK Columbia, S. C. [B•T, Nov. 27, 6; July 17; May 1, 1950].

BUSINESS volume by WKBV Richmond, Ind., for first six months of 1952 was 20% ahead of same period last year, station reported Thursday.

OPPORTUNITIES for a career in TV are outlined in new brochure, "Your Future in Television," published by SRT Television Studios, 316 W. 57th St., N. Y., branch of one of country's oldest broadcasting schools. Booklet is available on request.

with the

SESAC

Transcribed Library

A COMPLETE SERVICE FOR
$40 TO $57.50
A MONTH
based on advertising rates

- OVER 4000 MUSICAL SELECTIONS
- SCRIPTS • PROGRAM NOTES
- BRIDGES, MOODS AND THEMES
- DOUBLE-BARRELLED SALES AIDS

SESAC Inc., 475 Fifth Ave., N. Y. C.

When judging the St. Louis Market, keep the evidence in mind!

You'll find KWK's LOW—low cost per thousand radio homes delivered makes...

KWK the radio buy in St. Louis!

Your Katz man has the entire St. Louis case in brief—with evidence based on Pulse reports.

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

SET SALES

RTMA to Compile for Sept.

MONTHLY figures showing retail sales of radio and TV sets will be compiled on a nationwide basis by Radio-Television Mfrs. Assn., with first reports to be available in September. The plan was proposed by President Glen McDaniel at the June RTMA board meeting and is financed on a voluntary subscription basis.

Frank W. Mansfield, Sylvania Electric Products, developed the statistical plan in cooperation with William F. E. Long, RTMA statistical director.

A panel of representative radio-TV dealers will provide monthly data on radio and TV set sales and inventories. Electric League offices also are taking part. Individual dealer reports are on a confidential basis.

Three-week test run conducted in Maryland, Virginia and the District of Columbia was described as highly successful. The new plan, a broadened version of surveys conducted for a year by Dun & Bradstreet under RTMA sponsorship, will show for the first time the sales and inventory data at the dealer level by regions, TV screen sizes and radio receiver types.

RTMA last week announced it had arranged three technical sessions covering TV and including UHF and color techniques as features of the 1952 Radio Fall Meeting to be held at the Hotel Syracuse, Syracuse, N. Y., Oct. 20-22. The preliminary program announced by Virgil M. Graham, associate director of the RTMA Engineering Dept. and chairman of the meeting committee, includes a UHF session sponsored by the Institute of Radio Engineers group; quality control session sponsored by the IRE group handling this activity; color TV sessions sponsored by the receiver group, and a session sponsored by the electronic devices group. A general session on TV will close the meeting.

ADMIRAL Corp., Chicago, is stressing sale of TV sets in areas between 25 and 200 miles from transmitters in fringe areas.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK
May 25-31, 1952
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	You Bet Your Life (NBC)	9.7
2	Lux Radio Theatre (CBS)	9.3
3	Amos 'n' Andy (CBS)	8.9
4	Jack Benny (CBS)	8.6
5	Great Gildersleeve (NBC)	8.6
6	Charlie McCarthy Show (CBS)	8.4
7	Big Story (NBC)	8.0
8	Fibber McGee & Molly (NBC)	8.0
9	Bob Hope (NBC)	7.6
10	Big Town (CBS)	7.2

Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

NARTB SURVEYS

Transcription Rule Use

SURVEY of radio and TV experience with the FCC's rule requiring identification of transcribed and filmed programs is being conducted by a special NARTB committee headed by Michael R. Hanna, WHCU Ithaca, N. Y.

NARTB has asked FCC to remove its rule requiring identification of recorded programs and spots, contending the rule is outmoded and that the cumbersome announcements no longer are reasonable in view of extensive use of recorded techniques and progress in quality. Exception would be made in the case of news and commentary programs.

The NARTB action grew out of the February board meeting at Mr. Hanna's suggestion. Serving on the special board committee with him are William Fay, WHAM Rochester and Walter Compton, WTTG (TV) Washington.

New Sterling Div.

STERLING Adv., specializing in fashion and soft goods accounts, has established a new industrial division under joint direction of Donald M. Martin, former advertising manager of General Dyestuffs Corp., and Paul B. Slawter, Jr., formerly of the House of J. Hayden Twiss Adv., New York.

McFARLAND BILL

On President's Desk

PRESIDENTIAL signature on the McFarland Bill (S 658) was expected this week as the White House reviewed comments from the FCC, Dept. of Justice, Budget Bureau and other interested agencies.

FCC comments were submitted Thursday, when the Commission drafted a statement listing objections but endorsed no strong recommendation to veto the measure.

Staff report raking the bill from stem to stern was turned down by the Commissioners in favor of a more reasonable statement of their position.

Commission has objected right along to some parts of the procedural and review provisions, with particular opposition to the separation of staff from Commissioners.

Requests for comments from interested agencies is routine by the White House on all bills affecting the executive department.

To drum up support for the President's signature, NARTB last Wednesday wired key members asking that they express support of the bill in communications to the White House so that the President would know broadcasters favor the legislation.

Two Choices

President Truman has two choices for vetoing the bill if he should choose to do so. One is to veto it outright, and since Congress is now adjourned and is not expected to return until after the elections, there would be no chance of over-riding the veto. The other method is to not sign the bill. Since Congress is adjourned, this pocket veto would become effective 10 days after the close of Congress. Congress adjourned July 7.

Meanwhile, the President last week signed the Independent Offices Appropriation Bill (HR 7072). This appropriates $6,408,460 for 1953 fiscal FCC operations [B•T, June 30]. He also signed the District of Columbia Boxing Commission Bill (HR 5768), which requires boxing promoters to give up 10% of their income—including that from sale of rights to radio-TV and newsreels—to the Boxing Commission [B•T, July 7].

NBC Signs Shore

SIGNING of singer Dinah Shore to a long-term NBC contract was announced by the network last Thursday. Miss Shore is the star of the *Dinah Shore Show* (NBC-TV, Tues. & Thurs., 7:30-7:45 p.m. EDT) which went off the air June 26 for eight weeks. The program will return to the network from Hollywood on Tuesday, Aug. 26, in the same time period. Chevrolet dealers will again sponsor the program in the 1952-53 season.

People Started Asking for Them!
(see inside front cover)
WLS CHICAGO 7
CLEAR CHANNEL Home of the NATIONAL Barn Dance

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES
HUNTINGTON IS A HIGH SPOT CITY* IN JULY FOR THE 4th CONSECUTIVE MONTH
* "SALES MANAGEMENT," JULY 1952
National Representative: THE KATZ COMPANY
5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION WSAZ

FIVE Cincinnati stations and two northern Kentucky stations have joined in a concerted effort to promote annual presentations of the Cincinnati Summer Opera Assn. in its season of five weeks. WLW WCPO WKRC WCKY and WSAI Cincinnati, WNOP Newport and WZIP Covington, Ky., are supplying announcers to read the story line at each performance. In addition, the stations are using spot announcements and special programs to promote the opera season.

RECORD-BREAKING

WGAY Silver Spring, Md., has begun a new record show in which the platters less liked by listeners are, literally, smash hits. New releases are played on *Make or Break* with listeners deciding whether record should be retained for the station library, or "broken" on the air. Majority of first five calls decides.

REPEAT BROADCAST RATED

WGAR Cleveland's earlier plea for traffic safety over the Independence Day weekend, *Unwanted First*, rated a repeat broadcast July 3. The show was inspired by Ohio's record of the highest traffic death rate per capita on 1952's Decoration Day weekend. Show was specially prepared by Charles Day and Jack Dooley, WGAR newsmen.

the player

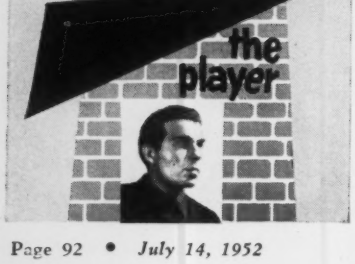
Capitol's new, low-cost open end dramatic show

15 minute dramas—mystery, comedy, adventure, westerns —easier to program —easier to sell!

Audition discs and brochures available now!

CAPITOL RECORDS
Distributing Corp.

BROADCAST SALES DIVISION
1453 No. Vine, Hollywood 28, Calif.



programs promotion premiums

CHILD'S DREAM

WTOP-TV Washington's *Ask-It Basket*, Saturday morning childrens show, featured a local fire department hook-and-ladder truck July 5. Cameras were trained on the hook-and-ladder as it pulled up to its home fire company, sirens wailing. Six children, chosen from 173 who wrote asking to appear on the program, swarmed over the huge red truck. A fire department lieutenant explained the equipment on the vehicle.

'TELO-CHAIN' PROGRAM

ON chain-letter pattern, *Telo-Chain* quiz program launched in Canada with CKNW Vancouver, where staff member Rolly Ford is reported to hold copyright. Letter is drawn from mailbag on each 10-minute show. Listener, who is required to register name and phone number each week with box-top or label enclosed, must identify "mystery voice" and supplies name and phone number of next contestant until five successive phone calls are completed.

WCAU CONTEST

WCAU Philadelphia airing The American Stores Co.'s promotion, "Mrs. American Stores of 1952." Contest, which starts today (Monday) and runs for eight weeks, is being plugged via the 1,200 stores in the Philadelphia area and by WCAU on its *American Stores Rings Your Bell* 10:15-30 a.m., Mon.-Fri., featuring Gladys Webster. Winner who best describes why she likes to shop at The American Stores and why she would like a "second honeymoon" gets two-week trip to Bermuda. Runner-ups to grand prize get home freezer, TV and radio set or watch. Daily winners receive merchandise certificates.

KFAB JUMBO CARD

BREEZY "jumbo" postcard sent to trade by KFAB Omaha utilizes theme "It's Summertime and the Listening Is Easy. . . ." Cards are in varied colors, show, via eye-catching cartoons, use of radio from farmer at tractor to steelworker on skyscraper. Series of nine, cards are mailed at three-day intervals.

KSTP AWARD STATION

IN folder featuring circle cut out of smiling face with legend: "One Man Show," KSTP-AM-TV Minneapolis highlights yearly awards received from trade magazines, *Billboard* and *Variety*. Competition at former was in promotion, the latter for news coverage.

WRC's 'MR. ECHO'

CONTEST started last Monday on WRC Washington and precedes "WRC Day" to be held Aug. 2 at local Glen Echo Amusement Park. "Mr. Echo" is well-known Washington performer whose voice must be identified by listener with a jackpot prize including week-end trip for two to Atlantic City the feature. Voice is aired intermittently during day. Replies must give in 50 words or less why WRC is favorite Washington outlet.

'OL' PROSPECTOR'

WTVN (TV) Columbus' promotion built around a station personality, "The Ol' Prospector," drew thousands to Ohio's largest amusement park, Buckeye Lake Park. Every concession in the park carried cards listing the station's call letters and "The Ol' Prospector." In addition, Bosco, sponsor of "The Ol' Prospector," was promoted through use of a huge banner on a stage in the midway.

MUSIC STEPPING STONES

KOIL Omaha has just completed the 4th series of a unique radio program entitled, *Stepping Stones To Stardom*. Latest series was climaxed when 12-year-old boy pianist was awarded a $1,000 piano by a local music company. Another company awarded five runners-up a $50 study award each. Program has been on the air since April, 1949. In that period, 773 amateur musicians have competed.

WHBC COVERS 'BOMBING'

WHBC Canton, Ohio, covered a simulated bombing attack of that city. From atop a tall building in downtown Canton, news announcer Al Francis, reported the "bombing" into a tape-recorder for rebroadcast later. A B-25 bomber, accompanied by jet fighter protection, dropped 10,000 leaflets. The leaflets read, "This could have been a bomb! Your life and your children's lives can be saved by being warned of an enemy attack." Sponsored by the Canton Air Defense Filter Center, the "bombing" was designed to induce residents to join the Filter Center in "Operation Skywatch" to guard against surprise enemy attacks.

CALL LETTERS DISPLAY

WTVJ (TV) Miami has made arrangements with Illustrated Current News to place 100 display pieces bearing the station call letters in business windows throughout the area. Charles E. Silver, southern representative for ICN, is supervising the campaign.

WXEL's 'BARGAIN BAR'

WXEL (TV) Cleveland, *Bargain Bar*, Mon-Fri., 4-4:30 p.m., acts as clearing house for household articles put up for second-hand sale and features Rena and Bob Ledyard, husband and wife team. Televiewers invited to appear with item or to write about the article for sale. Those who wish to buy, telephone the station. Program received among others 20 offers for turtle aquarium, 55 requests for bird cage and 15 offers for demolished auto sold for junk.

INDEPENDENCE OBSERVANCE

WGY Schenectady observed the 176th anniversary of the nation's birth through a series of transcribed one-minute announcements, written and spoken by area residents on the subject, "I Speak for Democracy." Announcements were spread over five day period.

'TUNES AND CARTUNES'

WNBK (TV) Cleveland's *Tunes and Cartunes*, aired Mon.-Fri. 6:30-6:35 p.m., has invited viewers to send photographs to Dick Dugan, station cartoonist. Mr. Dugan will make a caricature of the photograph and will feature it on the show along with a drawing of the most newsworthy local or national figure. Program also fea-

Your sales message is pin-pointed in Youngstown when you use WBBW — the new ABC affiliate.

WBBW serves a half million listeners in Ohio's third richest market. Here's pin-point selling heard in the homes of prospective buyers — not on a distant hillside.

WBBW serves you best in Youngstown with its . . .

CONCENTRATED COVERAGE AND NO WASTE CIRCULATION

REP. FORJOE & CO. INC.

ABC

tures Cynthia Parker, club and concert pianist, and Tom Field, WTAM-WNBK announcer.

'MRS. AMERICA'

WOR-TV New York is telecasting *Mrs. America*, 8:30-9 p.m. Sunday, toward selection of "Mrs. New York City" to represent that metropolis in "Mrs. America" finals. Show is produced by Mrs. America Inc., originators and owners of "Mrs. America" title. Among participating advertisers are P. Ballentine & Sons and Levy Bread. On TV show, contestants are interviewed by Barbara Welles, women's commentator, and Dan McCullough. Televiewers are asked to vote for favorite on basis of 50% for beauty and 50% for homemaking ability.

WINDOW ON MAINE

MAINE Bestg. System, composed of WCSH Portland, WLBZ Bangor and WRDO Augusta, presented a window display at the State of Maine Information Bureau, 30 Rockefeller Plaza, in Radio City, New York. Window was arranged through the cooperation of Weed & Co., national sales representative for the Maine Bestg. System.

WORC KID'S PARTY

WORC Worcester, Mass., promotion for its WORC Kid's Party brought more than 7,500 children to White City, a local amusement park, June 27. Rides for the youngsters were free through the courtesy of the station. WORC said that the local mothers who had a "day off" were especially appreciative.

Degree to Brunet

MEADE BRUNET, a vice president of RCA and managing director of RCA International Div., has been elected a trustee of Union College, Schenectady, N. Y. He received a Bachelor of Engineering degree from Union in 1916 and is chairman of the college's public relations council.

TROPHY awards for radio-TV news coverage in 1951 presented by Radio & Television News Club of Southern California to (l to r) Jack Beck, director of news broadcasts, CBS Pacific Network, who accepted for Cameron Cornell (special events coverage) and Ed Murrow (trans-continental news reporting); Clete Roberts, KLAC-TV, world coverage; J. C. Haskell, branch merchandiser, Southern Div., Richfield Oil Corp., for firm's Japanese Peace Treaty coverage; Sam Balter, KLAC, sports reporting; Leo Wilhelm, Los Angeles district manager, Bing Crosby Minute Maid Corp., whose firm donated trophies; Dave Anderson, NBC radio Hollywood newscaster and club president; Al Gordon, KFWB, news commentary; Chet Huntley, ABC radio, Hollywood, news commentary; and Jim McCulla, KMPC, news presentation. They were among 15 winners [B•T, June 30].

Strictly Business

(Continued from page 14)

and a definite place, and, needless to say, he plans to continue in both.

Modern broadcasters will well understand why Mr. Rocca was first attracted to radio. On the old WJSV Washington (now WTOP-AM-FM-TV), he was able to buy six spots daily for five days, at the rate of $150 per week. What's more, he had Arthur Godfrey to deliver the commercials. That was when Mr. Godfrey was a local personality.

"Godfrey was a wonderful salesman even in those days," Mr. Rocca said. "I still stick with him whenever I can. You know, with station breaks, and the like."

After Mr. Godfrey, there followed a series of other arrangements, none of which were satisfactory to Mr. Rocca. In 1940, in addition to writing all his commercials, he began using his own voice.

How much of that was vanity? "None," replied Mr. Rocca. "I find that by the time I would get thru working with a professional copy writer, and announcer, it would take me longer to get what I want than if I did it myself.

"Besides," he added, "I know exactly what I want to say, and how I want to say it. I like to sell my cars to the radio and television audiences exactly like I would if I were talking to a man face to face. I don't like the detail work but it's really much simpler for me this way."

On the score of his recalcitrant attitude toward detail work, Mr. Rocca said that he hasn't personally sold a car in 10 years, despite his agency's outstanding sales record.

Writing his commercials doesn't always come easy, Mr. Rocca explained. "Sometimes, I spend as much as five hours on a one-minute spot. I know my stuff is corny, and so is my voice, but we sell cars." Although Mr. Rocca knows his delivery is not up to professional announcing standards, he knows also that there is no arguing with a balance sheet—and his "corny" efforts produce results.

Leo Jr. Lends Hand

There apparently is relief from the detail work of broadcasting for Mr. Rocca. His son, Leo Rocca Jr., has expressed an interest in broadcasting. Young Leo Rocca already has transcribed several spot commercials.

Two things about Mr. Rocca's commercials have remained unchanged—his salutation and his sign-off. Mr. Rocca opens with—"This is Leo Rocca speaking, your Dodge and Plymouth dealer in Washington," and closes with, "This is Leo Rocca saying thank you." His whole pitch has the air of friendly conversation.

One of Mr. Rocca's strongest selling points is his guarantee of two years or 25,000 miles on every new Dodge or new Plymouth sold. The pushing of this guarantee is one of several themes into which he brackets his series.

Mr. Rocca, at 54, can reflect with warm satisfaction that he made his mark in his home town. He was born in the nation's capital, Feb. 28, 1898, and schooled there. The lure of business—he has always been in the automobile or auto accessory business — was stronger than the desire to get a college degree so he left George Washington U. after completing two years.

He is not a joiner and resists most offers to speak at luncheons or dinners, or even to serve on committees.

"I'd rather spend the time on the farm with my family," he commented. The farm to which he referred is a 225-acre estate called "Hollybrook" in nearby Herndon, Va. On the farm, he breeds Black Angus cattle and has a lake stocked with bass. Other than just being with his family, and selling cars of course, fishing is his main hobby.

His family, in addition to 17-year-old Leo Jr., is composed of a daughter, Leonora, 14, and his wife, the former Leonora Worley of Washington, whom he married in 1930.

"I don't feel free to tell you how much I spend on radio and television advertising," Mr. Rocca said, "But you can put down that I spend a whole lot more than that $150 I began with in 1935." Agency for Leo Rocca Inc. is Harwood Martin Adv., Washington.

KGW

THE People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GIVING MORE PEOPLE MORE REASONS TO LISTEN MORE OFTEN

EMPHASIS ON LOCAL NEWS, SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES PLUS MUTUAL'S HEADLINERS

Nearly Everyone in the Green Bay Area has a compelling reason to listen to WJPG some time every day.

GREEN BAY IS A FAVORITE TEST MARKET

WJPG Green Bay, Wisconsin

McGILLVRA, Rep.
New York • • • • Chicago

N. Y. STATE CD

Plans 'Hams' Training

NEW YORK STATE Civil Defense Commission has begun an Amateur Radio recruitment program, aimed at a goal of 40,000 volunteers—with or without technical background—to train in assisting operators working with emergency New York state Amateur Radio Networks. Latter are maintained on a 24-hour basis.

Lieut. Gen. C. R. Heubner, director of the state CD Commission, explained that Amateur Networks, now employing about 2,000 expert "hams," may well provide one of the few available channels of communication in any atomic attack.

Crosby Negotiations

BING CROSBY and the Coca-Cola Co., New York, have terminated their negotiations by mutual agreement, it was announced last week. The singing star had been negotiating with the soft drink firm for sponsorship of a half-hour series on radio and TV [B•T, July 7, June 25]. With Mr. Crosby planning to finance an ice cream company, it was considered in the nature of competition to Coca-Cola. Meanwhile, it was reported that General Electric is now negotiating with Mr. Crosby.

FOR FINEST TAPE RECORDING

WJAX

Jacksonville, Fla.

USES

Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

JULY 3 THROUGH JULY 10

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

July 3 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WFRS-FM Grand Rapids, Mich.; WTRF-FM Bellaire, Ohio; WHBC-FM Canton, Ohio; WLWA (FM) Lima, Ohio; WCLT-FM Newark, Ohio.

July 3 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations granted renewal of licenses on regular basis:

KHBL Plainview, Tex.; WKSU-FM Kent, Ohio; KAGH Crossett, Ark.; KAKE Wichita, Kan.; KANE New Iberia, La.; KASA Elk City, Okla.; KBIZ Ottumwa, Iowa; KBMY Billings, Mont.; KELK Elko, Nev.; KJRL Pocatello, Ida.; KFBC Cheyenne, Wyo.; KFMO Flat River, Mo.; KFOR Lincoln, Neb.; KGBS Harlingen, Tex.; KGY Olympia, Wash.; KHBG Okmulgee, Okla.; KHOZ Harrison, Ark.; KHUM Eureka, Calif.; KIUL Garden City, Kan.; KMBY Monterey, Calif.; KODY North Platte, Neb.; KRDO Colorado Springs, Col.; KRDU Dinuba, Calif.; KRNO San Bernardino, Calif.; KROY Sacramento, Calif.; KRXL Roseburg, Ore.; KVLF Alpine, Tex.; KVNI Coeur D'Alene, Ida.; KWAK Stuttgart, Ark.; KWIL Albany, Ore.; KWOS Jefferson City, Mo.; KWRC Pendleton, Ore.; KXLE Ellensburg, Wash.; KXLJ Helena, Mont.; WAIN Columbia, Ky.; WATN Watertown, N. Y.; WATT Cadillac, Mich.; WBAX Wilkes-Barre, Pa.; WBBW Youngstown, Ohio; WBEJ Elizabethton, Tenn.; WCEM Cambridge, Md.; WDXB Chattanooga, Tenn.; WGVA Geneva, N. Y.; WHIZ Zanesville, Ohio; WIBU Poynette, Wis.; WJIM Lansing, Mich.; WJMC Rice Lake, Wis.; WJON St. Cloud, Minn.; WKBV Richmond, Ind.; WLAG LaGrange, Ga.; WNAH Nashville, Tenn.; WOMI Owensboro, Ky.; WOMT Manitowac, Wis.; WPAX Thomasville, Ga.; WPKE Pikesville, Ky.; WSDR Sterling, Ill.; WJBY Gadsden, Ala.; WSOC Gastonia, N. C.; WULA Eufaula, Ala.; KDEC Decorah, Iowa; KAVE Carlsbad, N. M.; WGBF Evansville, Ind.; WHBU Anderson, Ind.; WHOT South Bend, Ind.; WHUM Reading, Pa.; WISH Indianapolis, Ind.; WJNC Jacksonville, N. C.; WJPD Ishpeming, Mich.; WJPS Evansville, Ind.; WJTN & Aux., Jamestown, N. Y.; WKAY, Glasgow, Ky.; WKBR Manchester, N. H.; WKLO Louisville, Ky.; WKOK Sunbury, Pa.; WLBJ Bowling Green, Ky.; WLOK Lima, Ohio; WMFG Hibbing, Minn.; WOBT Rhinelander, Wis.; WOCB West Yarmouth, Mass.; WOPI Bristol, Tenn.; WPNF Brevard, N. C.; WRAL Raleigh, N. C.; WRTA Altoona, Pa.; WSKI Montpelier, Vt.; WSNJ Bridgeton, N. J.; WSOK Nashville, Tenn.; WTAX Streator, Ill.; WWCA Gary, Ind.; WWCO Waterbury, Conn.; WWON Woonsocket, R. I.; WROV Roanoke, Va; KFQD Anchorage, Alaska.

WAVE-TV Louisville, Ky.—Granted renewal of license subject to order of Commission requiring station to change frequency from Ch. 5 to Ch. 3.

WDEL-TV Wilmington, Del.—Granted renewal of license subject to order of Commission requiring station to change frequency from Ch. 7 to Ch. 12.

WHAS-TV Louisville, Ky.—Granted renewal of license subject to order of Commission requiring station to change frequency from Ch. 9 to Ch. 11.

WJAC-TV Johnstown, Pa.—Granted renewal of license subject to order of Commission requiring station to change frequency from Ch. 13 to Ch. 6.

Following stations were granted renewal of licenses on regular basis:

WFAA-TV Dallas, Tex.; WBAP-TV Fort Worth, Tex.; WICU Erie, Pa.; KPRC-TV Houston, Tex.; KRLD-TV Dallas, Tex.; WPTC Philadelphia; KEYL San Antonio, Tex.; WOAI-TV San Antonio, Tex.; WFIL-TV Philadelphia; WCAU-TV Philadelphia; WFBM-TV Indianapolis; WSM-TV Nashville, Tenn.

July 7 Applications . . .

ACCEPTED FOR FILING

Seeks Completion Date Extension

KALM Alton, Mo.—Mod. CP, as mod. which authorized new AM station, for extension of completion date.

Requests Name Change

WQAN Scranton, Pa.—Mod. license to change name of licensee to The Scranton Times.

Seeks Site Approval

WSSC Sumter, S. C.—Mod. CP, which authorized new AM station, for approval of main studio and trans. site as Oswego Road at Sumter City Limits.

License Renewal

Following stations requests renewal of license:

WHOP Hopkinsville, Ky., WLOU Louisville, Ky., WMMT McMinnville, Tenn., and WREC Memphis, Tenn.

TENDERED FOR FILING

Seeks Frequency Change to 1240 kc

WDUN Gainesville, Ga.—CP to change frequency from 1400 kc to 1240 kc.

APPLICATIONS RETURNED

KTHS Hot Springs, Ark.,and KWKH Shreveport, La. — RETURNED application for transfer of control of Times Pub. Co., parent corp. of licensee, from John D. Ewing to William H. Bronson, both voting trustees.

KTXJ Jasper, Tex.—Returned application for renewal of license.

July 8 Decisions . . .

BY FCC BROADCAST BUREAU

Set Aside Grant Which Approved Change in Locations

KBMY Billings, Mont.—FCC set aside action of June 10 granted mod. CP to change studio and transmitter locations and for extension of commencement and completion dates, pending "clarification of nature of application."

Granted Change Name

WAGA-AM-FM-TV Atlanta, WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, W. Va., and WMMN Fairmont, W. Va. — Granted mod. licenses to change name from The Fort Industry Co. to Storer Bcstg. Co.

July 8 Applications . . .

ACCEPTED FOR FILING

Requests Name Change

KHJ-AM-FM-TV Hollywood, Calif., KGB San Diego, Calif., KFRC San Francisco, WONS Hartford, Conn., WNAC-AM-TV Boston, WEAN Providence, R. I., and WOR-AM-FM-TV New York — Request mod. license to change name from Thomas S. Lee Enterprises Inc. to General Teleradio Inc.

License Renewal

Following stations request renewal of licenses:

WHIR Danville, Ky., WGRC Louisville, Ky., WMFS Chattanooga, Tenn., and WHBT Harriman, Tenn.

Seeks Completion Date Extension

KNXT (TV) Hollywood, Calif.—Mod. CP for exension of completion date.

July 9 Applications . . .

ACCEPTED FOR FILING

License for CP

WJAT-FM Swainsboro, Ga.—License for CP, as mod., which authorized new FM station.

KISS (FM) San Antonio, Tex.—License for CP, as mod., which authorized new FM station.

License Renewals

Following stations request renewal of license:

WHIN Harland, Ky., WSIP Paintsville, Ky.

(Continued on page 99)

Radio Builds Library

REX DALE, disc jockey for WCKY Cincinnati, received a suggestion from a listener in December 1951 that an appeal be made for educational books to be sent to children of Nagasaki, one of two Japanese cities A-bombed toward the close of World War II. Mr. Dale made daily appeals over his *Make Believe Ballroom*. Another listener became sole collecting agency for the books. As a result of this concerted effort, more than 400 books were sent to Nagasaki. This fall, a new library will be opened in Nagasaki, containing the books from WCKY's listening area. WCKY commented, "This is another instance where radio, acting in the interest of public service influenced a number of people in such a manner, where no other media could have succeeded so well."

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

DAVID & BARBEAU
TELEVISION PROJECT CONSULTANTS
STATION PLANNING and OVERALL GUIDANCE
P. O. BOX 996 SCHENECTADY, NEW YORK

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
John A. Moffet, Associate
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N.W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N.W. DEcatur 1231
Washington 5, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
ATwater 4282
Washington, D. C.—REpublic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA. 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 *DUnlap 8-4871*

THE ASSOCIATION OF CONSULTING COMMUNICATIONS ENGINEERS
Member AFCCE

Agencies Hear Nielsen

DETAILED outline of the Nielsen coverage service was presented by A. C. Nielsen, president of the Chicago market research firm of that name, to agency and client representatives in the Hotel Sherman there Tuesday morning. The graph and chart discussion was presented in New York at two sessions late last month.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Ohio daytimer single station market needs manager. Advise minimum salary requirements. Box 643P, BROADCASTING • TELECASTING.

Manager for 1 kw station. Must have good reference. Box 664P, BROADCASTING • TELECASTING.

General manager with successful record in small market for similar position in larger metropolitan market. Unusual opportunity for advancement for man with ambition, sales ability and executive experience. Box 695P, BROADCASTING • TELECASTING.

Need a working partner with management-sales experience to take over management. Will need $15-20,000. Regional-northeast-important market within first fifty metropolitan districts. Independent. Box 709P, BROADCASTING • TELECASTING.

We have openings for two district sales managers—one east of the Mississippi, the other west. Good for 5 to 10 thousand a year. These are newly created sales positions in our merchandising division. Single men with cars preferred because of extensive traveling. Contact F. P. Kendall, Executive Vice President, National Research Bureau, Inc., Chicago 10, Illinois.

Salesman

Young, experienced salesman with production ideas for 10 kw southwestern network affiliate; $45 week plus commission and car allowance. Submit photo with reply. Box 550P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Rumuneration on commission basis with adequate draw. Write in full giving references and experience. Box 553P, BROADCASTING • TELECASTING.

Texas Gulf Coast station needs time salesman of proven ability and good habits. Permanent position for right man. Box 591P, BROADCASTING • TELECASTING.

Progressive salesman wanted immediately by 5000 watt non-directional daytime 1000 watt directional nighttime station with network affiliation in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply Box 656P, BROADCASTING • TELECASTING.

Salesman. Progressive 1000 watter. One station city—100,000 population—north of Boston. Send information on experience and financial requirements. Don't want desk pilot. Must make calls. Good man will get good deal. Box 660P, BROADCASTING • TELECASTING.

Network affiliate seeking commercial manager. Further opportunity will be extended after on-the-job experience merits. Consistently "preferred" rated Rocky Mountain market. Established station. Submit photo, references in letter to Box 688P, BROADCASTING • TELECASTING.

Sales manager. Aggressive man with good sales record. Possibility promotion to manager. Fine opportunity for man in early thirties. Box 694P, BROADCASTING • TELECASTING.

If you can sell we need you. Send full particulars to KSIL, Silver City, New Mexico.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Help Wanted (Cont'd)

Several mature men who have successfully sold advertising to retailers. Same basic approach as radio. Earn $50 per day on the average. Sound organization, 38 years old. You must travel. Several midwest and eastern territories open. Three men have been with this house over 20 years. Some clients over 30 years. I have known radio and advertising many years as manager and commercial manager (WGST, WSMB, WJBW, WWL, WEW). This deal is right. If you have been successful selling retailers radio, you can make money the first day, everyday. Call, write or wire A.S. (Al) Foster, % Syndicate Window Service, 1330 West Van Buren, Chicago 7, Ill.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Good announcer with first ticket. $65. to start—fast ups. Inland California net affiliate. Box 489P, BROADCASTING • TELECASTING.

Two announcers needed, no ticket necessary. One now, one September 1st. Midwest station—prettiest east of Mississippi. Will train beginner. Send details of experience, background, picture and tape to Box 592P, BROADCASTING • TELECASTING.

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELECASTING.

Experienced announcer for staff work on 1000 watt independent in Chicago area. Forty hour week with overtime for authorized hours. Double time for holidays. Free insurance and paid vacations from first year. This station owned and operated by radiomen exclusively. Write in full and send tape or record to Box 642P, BROADCASTING • TELECASTING.

Morning man for 5 kw NBC New England coast. We need experience, friendliness, capability in early riser to augment good staff and sell early farm and urban audience. Photo, tape/disc, detailed background and salary first letter. Box 648P, BROADCASTING • TELECASTING.

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Announcer-engineer—First phone, emphasis announcing. Excellent opportunity progressive Michigan station in friendly, pleasant town where good radio man can get good pay, enjoy work and enjoy life. Box 659P, BROADCASTING • TELECASTING.

Experienced staff announcer for good steady job net affiliate smaller city upper midwest. $70.00 start. Box 672P, BROADCASTING • TELECASTING.

Pennsylvania — Fulltime independent, needs morning man. Only experienced, deep voiced, personality man need apply. Voice and originality are more important than experience. Box 673P, BROADCASTING • TELECASTING.

Immediate opening at growing central Florida independent for announcer with first phone, opportunity to do selling too. Send complete details on background. Box 702P, BROADCASTING • TELECASTING.

Announcer. Straight staff. Experience preferred. Established 250 watt ABC. Only station midwest market 30,000. Send complete resume. We will request tape or disc if interested your application. Box 718P, BROADCASTING • TELECASTING.

Announcer/engineers needed now. $280 month. Tape/disc, photo. WMTE, Manistee, Michigan.

Help Wanted (Cont'd)

We want a good staff announcer with at least two years experience for 5000 watt network station in market of half million. We're planning for TV so send a picture with your application. Reply to: Joe Salsburg, WARM, Scranton, Pa.

Announcer ambitions become manager 1000 watt station. Best small town Georgia, near Atlanta. Must have age, experience, over 35. Don't apply unless want make your home here. No high pressure, good character, plugger with personality and ability make friends. Work three months announcer, then satisfactory, make manager. Willing pay ⅓ profits, living wage start. Apply, giving qualifications. WMOC, Covington, Georgia.

Wanted: Good experienced announcer for permanent position. Send tape and complete information to Radio Station WRRF, Washington, N. C.

5000 watt operations start this month. We would like to talk with you if you are a) announcer with first class license, or b) announcer with interest in news or sports, or c) first class engineer with talent. WTVB, Coldwater, Michigan. A future for family men.

Wanted: An experienced announcer. Start $60.00 per week. Excellent working conditions. Contact Charlie Dowdy, Commercial Manager, Bainbridge, Georgia.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Combination man - Good working conditions in AM-FM installation North Carolina. Box 568P, BROADCASTING • TELECASTING.

Wanted: Combination engineer - announcer. Southwest, $65.00 for 48 hours. 250 daytimer. Everyone answered. Box 650P, BROADCASTING • TELECASTING.

Wanted—Radio maintenance engineer—holder first class radio license—two to three years experience. Station is TV applicant located in northeastern Pennsylvania. Write Box 653P, BROADCASTING • TELECASTING.

Wanted: Experienced chief engineer for five kilowatt directional station. Western Electric equipment. Located in southeast. Box 661P, BROADCASTING • TELECASTING.

Wanted: Engineer with first class ticket. Immediate opening—upstate New York! Box 669P, BROADCASTING • TELECASTING.

Wanted—First class engineer for midwest 250 watt station. Box 696P, BROADCASTING • TELECASTING.

Nebraska. First class engineer-announcer wanted for combination job at KCOW, Alliance, Nebraska. Salary depends on experience and ability. Can also use announcer-copywriter.

Need engineer before September First. Transmitter, tapes, remotes, no announcing. $60 for 46 hours, company insurance. Experience not necessary. Chief Engineer, WCNB, Connersville, Ind.

Needed immediately two engineers, first phone. Car necessary. Contact Chief Engineer, WEOL, Elyria, Ohio.

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

First class engineer. Control board and recorder experience necessary. WKRM, Columbia, Tennessee.

Immediate opening experienced first class ticket holder. $60.00 per week. 40-hour week. Time and a half overtime. WLAD, Danbury, Conn.

Help Wanted (Con't)

Engineer-announcer for 1000 watt, daytime, independent in central Alabama. Send photo audition disc, and salary requirement to Erle Hanna, WJAM, Marion, Alabama.

First class engineer wanted. Experience not necessary. Good working conditions. Apply Fred L. Hart, WLFM, Suffolk, Va.

Announcer/engineers needed now. $280 month. Tape/disc, photo. WMTE, Manistee, Michigan.

Engineer-announcers combo (3) new station. Modern, apartments for personnel, reasonable wages. Station daytime only. Please send disc or tape and résumé, photo to H. Tom Morris, WNCA, Box 212, Siler City, N. C.

Engineer, immediately. Wire or write Don Bowdish, C.E., WPAG, Ann Arbor, Michigan.

First class engineer-announcer needed. $60.00 weekly. WSON, Henderson, Kentucky.

First phone transmitter operator. WSYB, Rutland, Vermont.

Production-Programming, Others

Wanted: An experienced traffic girl who is willing to assume responsibility as traffic manager of a Pacific Northwest AM station. This is a progressive 4-station operation with TV plans and plenty of opportunity for a capable girl to progress. Immediate opening. Send resume, picture, salary to Box 640P, BROADCASTING • TELECASTING.

Midwest 50 kw station, metropolitan area wants experienced continuity writer. Pleasant working conditions in new air conditioned building. Send picture, samples, complete background and salary requirements. Box 716P, BROADCASTING • TELECASTING.

Local news writer wanted immediately. Advise details and minimum salary required. Contact Manager, WEOK, Poughkeepsie, New York.

Commercial copywriter wanted for 1000 watt daytime independent in northern Illinois. No air work, no program copy, but lots of good, simple selling commercial needed. Please send full information and samples of copy to Dave Taylor, WFRL, Freeport, Illinois.

Television

Announcers

Pitchman-type TV announcer. Wanted by national advertiser. Fine opportunity for big money in leading TV city. Permanent. Some TV production experience desirable but not essential. For audition, write full particulars and send recent photo. Box 711P, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager: Desires to change. Successful small town operator. Sell. Announce. Civic minded. Age 32. Single. Local programming experience. Can make money for you. Box 603P, BROADCASTING • TELECASTING.

General manager. A-1 record, desires change. All replies answered. Box 607P, BROADCASTING • TELECASTING.

Experienced manager available for interview August. 13 years station engineering, sales, management, ownership. Married, family, exceptionally dependable. Desire affiliation small station with future. Box 665P, BROADCASTING • TELECASTING.

General-commercial manager. Over 20 years experience, 2 years of television. Capable of handling management, sales and programming. Best of references. Box 685P, BROADCASTING • TELECASTING.

Manager - program director. Proven ability. 29, married, college graduate. Request sound proposition AM or TV. Box 713P, BROADCASTING • TELECASTING.

General manager. Fine radio experience desires position with small fulltimer. Box 721P, BROADCASTING • TELECASTING.

Salesman

Salesman with know-how. College graduate. Imaginative. Energetic. Excellent sales record. Car. Box 644P, BROADCASTING • TELECASTING.

Alert young man, good radio background, desires sales - programming combination. Box 645P, BROADCASTING • TELECASTING.

Ten years radio sales and production experience. Will answer all good sound radio or agency offers. Family and college man. Box 589P, BROADCASTING • TELECASTING.

XUM

Situations Wanted (Cont'd)

Announcers

Sports announcer available. 5 years experience all sports. Employed. Desire settle down with year-round sports minded station. Emphasis on baseball, football. State minimum salary. Box 616P, BROADCASTING • TELECASTING.

Versatile announcer, excellent background with major market stations. Please state salary scale. Box 637P, BROADCASTING • TELECASTING.

Announcer with six years experience, network and local production and writing. A proven salesman in both large and small markets. Best references. Prefer west. Currently 50 kw. Box 639P, BROADCASTING • TELECASTING.

Solid staff, console. 5 years experience. Minimum $65. Available immediately. Box 655P, BROADCASTING • TELECASTING.

Announcer, single. Draft exempt. Some experience on N. Y. stations. Strong on news, capable DJ. Commercials that sell. Disc available. Box 667P, BROADCASTING • TELECASTING.

Ten years experience, everything. Prefer Michigan. Months notice. Box 671P, BROADCASTING • TELECASTING.

Announcer-engineer. First phone. Experienced most phases radio. Clear bass voice. Draft exempt. Will travel. Tape available. Box 674P, BROADCASTING • TELECASTING.

Top Boston DJ wants change. South preferred. In radio 12 years. Has successful four hour daily informal show on regional net. Well known in music field. Trade paper listings. Some TV. Married, reliable, versatile, good appearance. Warm, friendly ad-lib style, not comedian. Has produced-MC'd shows for stage and nite clubs. Personal interview preferred. Opportunity important, salary open. Box 681P, BROADCASTING • TELECASTING.

Announcer-DJ and news, 25, 4 years experience. Single, veteran, some TV work. Box 682P, BROADCASTING • TELECASTING.

Topnotch combo man; mature, married, college grad; Arizona, California, Oregon. Box 683P, BROADCASTING • TELECASTING.

DJ specialist-negro. Light experience N.Y.C. Vet, 27, single. Excellent ideas. Available immediately. Resume, disc upon request. Box 691P, BROADCASTING • TELECASTING.

Personality disc jockey. Hard worker, conscientious. Early morning, late night program background. Special events, audience participation shows, etc. Seven years experience. Box 693P, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Continuity, board, traffic. Married veteran. Box 697P, BROADCASTING • TELECASTING.

Announcer, 3 years, natural approach. Employed. Needs fill-in September First-Fifteenth, or part. Eastern U. S. Box 698P, BROADCASTING • TELECASTING.

Announcer. DJ, interviews, news, color. B.S. Degree. 3 years educational FM station. Box 699P, BROADCASTING • TELECASTING.

Attractive femme announcer, 21, all phases. Operate board, strong on DJ and women's shows; warm, friendly selling personality. Interest in music, write copy, secretarial work; dependable. Disc, resume, references. Free to travel. Box 704P, BROADCASTING • TELECASTING.

Announcer. First phone. Veteran, married, age 30. Have car. Will travel. Recent radio school graduate. Box 705P, BROADCASTING • TELECASTING.

Newsman - announcer. Army officer completing two years service August. University graduate journalism. Prior recall Army four years experience heavy news gathering, writing, editing. Excellent Army background public relations. Top references including former employer prior Army recall. Available personal interview August. Box 707P, BROADCASTING • TELECASTING.

Announcer, staff, 8 years CBS experience, board, copy, remote, etc. Box 710P, BROADCASTING • TELECASTING.

Want experienced sportscaster; smooth, colorful, salable delivery? References. Staff, board, employed. Available September. Box 712P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Topnotch announcer vacationing midwest and northwest shortly. Available personal interview. Eight years radio—news, music, sports, special events, programming, writing, selling. BA Degree. Serious, stable, married. Desire TV future. Finest recommendations. Sincerely interested advancing. West coast also acceptable. Box 717P, BROADCASTING • TELECASTING.

Announcer: 2 years experience, college graduate, veteran, DJ specialty, news. Tape available. Prefer midwest. 1505 North Grant, Indianapolis, Blackstone 4595.

Selling voice, clear, mature. Three years university, announcing school, some commercial board and mike experience. Single, 30, veteran. Prefer mainly announcing, in midwest. Charles May, 4001 Bell, Kansas City, Mo.

5 years experience. PD-staff announcer, intelligent delivery. All phases radio and board. DJ, news, children's shows. Veteran, married. Ed Nix, 4323 Luther, Riverside, California.

Announcer-DJ, 26, staff, ten years radio, TV. CBS experience. Bob Story, 119 West Princess Anne Rd., Norfolk, Va.

Technical

Engineer, first phone. 5 years experience 250 to 50 kw. Transmitter, control, remotes. Desire progressive station. Single. Veteran. Box 641P, BROADCASTING • TELECASTING.

First phone. No experience, 3 years technical school, including radio, TV service-repair. Box 646P, BROADCASTING • TELECASTING.

First phone. 3 years technical training in AM, FM, and TV. No experience. Box 647P, BROADCASTING • TELECASTING.

Chief engineer—22 years experience, 4 as chief. Strong on maintenance and purchasing. Some construction. Very reliable. Age 45. Married. Excellent references. Salary requirements $5200 starting. Box 652P, BROADCASTING • TELECASTING.

1st phone—no station experience. Technical school graduate. TV training. Married, vet. Box 657P, BROADCASTING • TELECASTING.

First class engineer with some experience. Formerly held radio mechanics license. Available now. Box 663P, BROADCASTING • TELECASTING.

Executive type chief engineer available in August. College RE-EE, 13 years experience thru directionals. Married, 30, family. Desire permanent position progressive station with TV plans. Box 666P, BROADCASTING • TELECASTING.

Radio operator, first class license. No experience. Three years schooling radio and television. Box 668P, BROADCASTING • TELECASTING.

Two years experience as engineer in both transmitter and studio, also one year combo. Available immediately. Box 675P, BROADCASTING • TELECASTING.

Thoroughly experienced chief engineer desires to relocate with progressive station in south. Box 687P, BROADCASTING • TELECASTING.

1st class license. No experience. Available immediately. Radio school graduate. Box 692P, BROADCASTING • TELECASTING.

Engineer 5 years experience all phases. 1 year combination. Permanent position lower midwest. Box 701P, BROADCASTING • TELECASTING.

Radio operator 1st class license. No experience. 3 years schooling including TV and radio service and repair. Desires position with radio broadcasting station. Walter Masik, 15 64th Street, West New York, New Jersey.

Production-Programming, Others

University professor, 30, with proven television experience, desires opportunity in long-range educational programming. Box 625P, BROADCASTING • TELECASTING.

Young male copywriter with two years experience desires change. Also traffic and announcing experience. Box 649P, BROADCASTING • TELECASTING.

Yankee Lady in Dixie wants change. Writes copy like crazy, scripts like a storm, sales letters that sell! Mike experience. Box 677P, BROADCASTING • TELECASTING.

Sales-conscious PD. Supervise complete programming operation. Experienced radio, television. Box 678P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

PD with proven record available August 1st. Experienced all phases indie, net. Southwest only. Personal interview preferred. Box 679P, BROADCASTING • TELECASTING.

Writer—4 years experience documentary, music, continuity. Some news. Draft exempt. Box 689P, BROADCASTING • TELECASTING.

Capable woman experienced small station program, traffic, administration, mike, account service, commercial writing. Box 690P, BROADCASTING • TELECASTING.

Copy — continuity — news — promotion man. Heavy, outstanding, print experience; now desires radio-TV career. Journalism graduate, 31. Also sell, announce. Box 700P, BROADCASTING • TELECASTING.

Sports director, experienced DJ, staff, presently employed. Draft exempt. Prefer east. Box 703P, BROADCASTING • TELECASTING.

Experienced program director. Six years radio experience. BA speech-radio, English. Former promotion manager, women's commentator, continuity. Tape available. Box 706P, BROADCASTING • TELECASTING.

California and Pacific coast stations: 7 years radio-programming-production-announcing-sales-copy. Desire program director or ? Young, married, willing to work. Have first-phone. Presently employed 5000 watts. Box 719P, BROADCASTING • TELECASTING.

Television

Salesmen

Television salesman — Change desired. Leadership in sales, church and community activities. Will consider applicants. Family; therefore, any move will be permanent. Box 676P, BROADCASTING • TELECASTING.

Production-Programming, Others

New TV station? My 4 years experience can help you set up production, program, film and news departments. Box 720P, BROADCASTING • TELECASTING.

For Sale

Stations

For sale or lease—Completely equipped FM radio station of 5000 watts radiated power. Station covers a much above average retail trading area, is located within 30 miles of state capital and within 15 miles of metropolitan area. After 4 years of operation, station suspended broadcasting first of this year due to other interests of owner. Can be purchased and moved or operated in present location. License is still active. Reply by letter to Box 686P, BROADCASTING • TELECASTING.

Rocky Mountain station. No competition. Affiliated. 250 w. Ideal town to live. Bargain at $65,000. Box 638P, BROADCASTING • TELECASTING.

Regional independent station located in northeast. Important city within first 50 metropolitan districts. Liberal terms. Box 708P, BROADCASTING • TELECASTING.

Equipment, etc.

Esterline Angus 5 mill recorder with spare parts. Daven VU panel, etc. Send for complete list. Box 651P, BROADCASTING • TELECASTING.

1 kw 20 V Collins transmitter, new, never been uncrated. Two sets of tubes —lost frequency. Box 658P, BROADCASTING • TELECASTING.

Transmitter, new Raytheon 250 watt AM with spare tubes and crystal. Can be tuned to any frequency. Packed for export, original crating. Sacrifice price. Available immediately. Box 670P, BROADCASTING • TELECASTING.

Two 165 foot self-supporting rectangular towers. Make offer. For information contact Chief Engineer, KFRU, Columbia, Missouri.

Used radio towers, two-200 foot guyed radio towers fully equipped with guy lines and lights in accordance with C.A.A. regulations. Can be made any length up to 400 feet. White Construction & Engineering Company, Inc., 300 —22nd Street South, St. Petersburg, Florida. Phone 75970.

(Continued on next page)

SALESMAN WANTED

Major radio-station representative is seeking account executive for New York Office. Prefer successful sales experience with network-affiliated station, including sales contacts with local distributors, brokers, manufacturers' representatives, etc. Please include full resume, snapshot or photograph, and salary requirement. All applications will be held in strictest confidence. Our staff has been advised of this advertisement. Address Box 715P, Broadcasting • Telecasting.

Wanted to Buy

Stations

Manager and chief engineer want to buy 250 watt or 1000 watt station, preferably in south. Can operate. Box 596P, BROADCASTING • TELECASTING.

Long experienced successful operator desires to lease radio station. Here is opportunity for guaranteed return plus percentage of profits attractive for absentee owners. Replies confidential. Write Box 680P, BROADCASTING • TELECASTING.

Controlling or total interest. Medium size market. Ohio, Pennsylvania, New York area. Daytimer. Box 662P, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted: Small consolette suitable for recording studio. Two microphones and turntable. WGGA, Gainesville, Ga.

Wanted: Everything. 5000 watt directional installation. 300 foot towers. Field strength meter. WGGA, Gainesville, Ga.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Announcers

WANTED

Combination engineer-announcer. Must know engineering and be heavy on announcing. $85.00.

Radio Station KLIC

Monroe, Louisiana

COMBO MAN

Must have above-the-average announcing ability. First class license. Outstanding independent station. Send audition to

WNOR

Norfolk, Virginia

Help Wanted (Con't)

Technical

LEGAL and ENGINEERING

COUNSEL WANTED BY NEW TV APPLICANT IN NEW ENGLAND AREA

Terms are as important as fee. All replies are strictly confidential.

BOX 684P,

BROADCASTING • TELECASTING

Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, four receiver supervisors, 16 transmitter operators, 16 receiver operators. Radio telegraph, radio telephone or advanced amateur license desired but not necessary. Salary, $6,000 to $9,000, per diem, travel expenses. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

Television

Production-Programming, Others

WANTED—Experienced man to
head film operations
of leading TV station
starting about September 1

Will be responsible for production of commercials and program films as well as supervision of film program department. State all qualifications in first letter. Box 714P, BROADCASTING • TELECASTING.

Miscellaneous

Sales & Distribution
TELEVISION FILMS
15% FEE CHARGE
CONTACT
McCONKEY ARTISTS-HOLLYWOOD 28
7000 HOLLYWOOD BLVD.
SIX OFFICES U. S. A. PLUS SOUTH AMERICA

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Film Report

(Continued from page 84)

for distribution late this summer. The program stars a western trio and features folk tunes as well as westerns.

Film People . . .

Robert Klaeger has been appointed vice president in charge of production by Transfilm Inc., New York. He previously supervised motion picture production for Transfilm and in this capacity is said to have worked on more than a thousand television commercials and a score of documentary motion pictures.

* * *

Buck Houghton, literary department of MCA, Beverly Hills, shifts to **Revue Productions,** subsidiary of the agency, with supervision of story department.

* * *

Robert Stevenson, director of Columbia Pictures feature film "To the Ends of the Earth," to the studio's subsidiary, **Screen Gems Inc.,** Hollywood, for "John Honeyman" in NBC-TV *Cavalcade of America* TV film series.

* * *

Burton Rowles Jr., after a leave of absence, has returned to Transfilm Inc. as director of creative planning for industrial and documentary motion pictures. In his previous association, Mr. Rowles wrote the Ford Motor Co.'s first three "Americans at Home" documentaries, directed "Conway Boy" for the State Dept. and produced six 15-minute TV films for the A. C. Gilbert Co. (toys).

* * *

Lou Gray, producer of *Range Rider* TV film series for **Flying A Television Pictures,** Hollywood, named assistant to **Armand Schaefer,** firm's president. Mr. Gray will supervise overall production for firm in addition to producing *Gene Autry* TV film series. Assigned to *Range Rider* is **Hugh McCollum,** short subjects producer at Columbia Pictures.

* * *

Gene Lockhart and **Charles Chaplin Jr.** were signed by **Pennant Television Productions Inc.,** Hollywood, to respectively star in "A Matter of Circumstance" and "Three Minutes" in *Date With Destiny* TV film series. **Ed Woodworth,** firm's president, is in New York for conferences with ad agencies.

* * *

John Shanks, comptroller, Snader Telescriptions Sales Inc., Beverly Hills, joins **Pennant Television Productions Inc.,** Hollywood, as treasurer and comptroller.

* * *

Robin Blink, daughter of Milt Blink, executive vice president of United Television Programs, Chicago, married July 1 to Larry Gordon of Kansas City, in Chicago.

* * *

Reavis Winckler, publicity-promotion director of **Jerry Fairbanks Productions,** Hollywood, to **Filmcraft Productions,** that city, in a similar capacity.

* * *

Paul Gordon, assistant to **Edward Lewis,** producer of CBS-TV *Schiltz Playhouse of Stars,* father of girl, Cathy, June 21.

Miscellany . . .

Guild Films Inc., Hollywood, will handle the national distribution of a quarter-hour TV film series, *Lash of the West,* produced by **Ron Ormond.** The programs, 13 of which have been completed, star **Lash La Rue** and are already being shown on KNBH (TV) Hollywood under the title *Tales of Famous Outlaws.*

* * *

Ellis Dungan, technical advisor on CBS-TV *Smilin' Ed McConnell and His Buster Brown Gang,* is en route to India to film additional background and animal footage for the TV series. Producer **Frank Ferrin,** packager-producer of the taped NBC radio version, signed a five-year contract with **Brown Shoe** Co., St. Louis (makes Buster Brown shoes) [B•T, April 21].

Top Network Station

$90,000.00

A well established top network property—the only station in an attractive southern market with retail sales in excess of $25,000,000.00. Due to favorable position we can arrange very liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

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James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

Employment Agency **Employment Agency**

STATIONS

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as:—*Management, Sales, Production, Announcing,* and Straight *Engineering.*

COMBINATION ANNOUNCER-ENGINEERS:

Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—*ONLY* one week's salary. *NO OTHER CHARGES.*

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York

PL 5-1127 E. C. Lobdell, Licensee

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JULY 10

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	97	320	211
FM Stations	635	582	70	11	8
TV Stations	108	97	11	550*	62

* Filed since April 14.

(Also see Actions of the FCC, page 94)

Docket Actions . . .

INITIAL DECISIONS

WVOP Vidalia, Ga.—Vidalia Bcstg. Co. Hearing Examiner Elizabeth C. Smith issued initial decision looking towards grant of application to change facilities from 1450 kc, 250 w unl., to 970 kc, 1 kw daytime; condition. Decision July 10.

WSOC Charlotte, N. C.—WSOC Inc. Hearing Examiner Elizabeth C. Smith issued initial decision looking towards denial of application to install new antenna, retaining present frequency of 1240 kc with 250 w unl. Decision July 7.

Non-Docket Actions . . .

AM GRANTS

Hawkinsville, Ga.—Tri-County Bcstg. Co. Granted 610 kc, 500 w daytime; engineering conditions. Estimated construction cost $25,880, first year operating cost $36,000, revenue $48,000. Principals include President Robert Timothy Ragan (30%), owner of International Minerals & Chemical Corp., Eastman, Ga.; Vice President William Henry Griffin (30%), lumber dealer, and Secretary-Treasurer Dallam Rivers Jackson (40%), attorney. Granted July 10.

Estherville, Iowa—Estherville Bcstg. Corp. Granted 1340 kc, 100 w unl. Estimated construction cost $15,062, first year operating cost $40,000, revenue $50,000. Principals include President William E. Schons (25%), outdoor advertising salesman; Vice President Theodore L. Cook (25%), ¼ owner of James David Co., St., Paul, Minn.; Secretary Dr. Edward Schons (25%), physician, and Treasurer Charles S. Harris (25%), part owner of B. W. Harris Co., St. Paul. Granted July 10.

Eunice, La.—Tri-Parish Bcstg. Co. Granted 1490 kc, 250 w unl.; engineering conditions. Estimated construction cost $18,888, first year operating cost $32,000. Principals include President Vincent L. Riehl (20%), managing partner and 52% owner of Riehl Building Supply Co.; Vice President Joseph A. Riehl (10%), dean of administration, Southwestern Louisiana Institute; Vice President Paul H. DeClouet (25%), 25% owner of KLFY Lafayette, La.; Vice President Thomas A. DeClouet (25%), 25% owner of KLFY; Secretary-Treasurer Roland Riehl (20%), 22% owner of Riehl Building Supply. Granted July 10.

Rockland, Maine—Knox Bcstg. Co. Granted 1450 kc, 250 w unl.; engineering conditions. Estimated construction cost $35,000 (purchased all equipment from WMTW Portland, Me., for $25,000), first year operating cost $35,000, revenue $40,000. Principals include President Carleton D. Brown (28%), president, general manager and 76% owner of WTVL Waterville, Me.; Treasurer Kennedy Crane (8.3%), controlling interest in Senter Crane Dept. store; Charles H. Berry (8.3%), president and majority stockholder in Fireproof Garage Co.; William D. Talbot (8.3%), part owner of First National Bank of Rockland; Roland G. Ware (8.3%), owner of Maritime Oil Co., and 11 other Maine businessmen. Granted July 10.

Canton, Miss. — Madison County Bcstg. Co. Granted 1370 kc, 500 w daytime; engineering conditions. Estimated construction cost $12,397, first year operating cost $25,000, revenue $32,000. Principals include J. Dige Bishop (40%), Mrs. Annie Dee Davis (20%), and James T. Ownby (40%). Messrs. Bishop and Ownby are joint owners of 1/6 interest in WCTA-AM-FM Andalusia, Ala., WVIM Vicksburg, Miss., and WJXN Jackson, Miss., and 1/5 interest in WULA Eufaula, Ala. Granted July 10.

Eldon, Mo.—Robert M. Smith. Granted 1150 kc, 1 kw daytime; engineering conditions. Estimated construction cost $18,000, first year operating cost $48,000, revenue $50,000. Sole owner of grantee is Robert M. Smith, radio parts distributor and owner of Radiolab, Kansas City, Mo. Granted July 10.

Norwich, N. Y.—Radio Norwich Inc. Granted 970 kc, 500 w daytime; engineering conditions, including acceptance of interference which may be received as result of operation presently proposed in pending application of WATS Sayre, Pa. Principals include President William J. Hall (39%), manager of WKRT-AM-FM Cortland, N. Y.; Secretary-Treasurer Marian S. Mayer (51%), wife of J. Gerald Mayer, attorney and former president of WKRT, and Margaret C. Hall (0.1%), wife of Mr. Hall. Remaining 10% is divided among 30 other stockholders. Granted July 10.

Kings Mountain, N. C.—Kings Mountain Radiocasting Co. Granted 1220 kc, 500 w daytime; engineering conditions. Estimated construction cost $17,800, first year operating cost $24,000, revenue $36,000. Principals include Vernon T. Fox, program director of WEAB Greer, S. C.; Marshall T. Pack, manager of WFVG Fuquay Springs, N. C., and Auburn C. Hayes, advertising manager of WFVG. Granted July 10.

Cottage Grove, Ore.—Granted 1400 kc, 250 w unl.; engineering conditions. Estimated construction cost $10,000, first year operating cost $24,000, revenue $30,000. Sole owner is Philip S. Holt, owner of Creswell, Ore., radio and electrical sales and service firm. Granted July 10.

TRANSFER GRANTS

KXOB Stockton, Calif.—Granted assignment of license from Valley Bcstg. Co. to Hotel Stockton for $200,000. Lincoln Deller was sole owner of KXOB. Transferee is composed of President Clem J. Randau (54%), director and minority stockholder of WNEW New York; Secretary-Treasurer Sherrill C. Corwin (15%), Corwin Theatre Corp., Los Angeles; Ralph E. Stolkin (15%), president of Empire Industries, Chicago, and vice president and 25% owner of National Video Corp., Chicago (television tube mfr.); Edward G. Burke Jr., partner in Ryan, Hayes & Burke, oil operators, and Beatrice M. Randau (1%). Granted July 10.

WJCM Sebring, Fla.—The Highlands Bcstg. Co. Granted assignment of license to Clearfield Bcstrs. Inc. for $37,000. Clearfield Bcstrs. is owned by Clearfield Progressive Pub. Co., Clearfield, Pa., and is licensee of WCPA Clearfield and WAKU Latrobe, Pa. Granted July 10.

WWXL Peoria, Ill. — William H. Young, trustee in bankruptcy. Granted assignment of license to Hilltop Bcstg. Co. for $17,050 cash to liquidate bankruptcy estate. Principals in assignee include President Hugh R. Norman (50%), president and majority stockholder of KSTT Davenport, Iowa, and Secretary-Treasurer Walter F. Kean (50%), consulting radio engineer, Riverside, Ill. Grantee is applicant for television station for Peoria; see page 6. Granted July 10.

WJDX Jackson, Miss.—Lamar Life Insurance Co. Granted assignment of license to Rebel Bcstg. Co. of Mississippi for $100,000, subject to condition that stockholders in Rebel Bcstg. Co. of Mississippi divest themselves of their interest in Rebel Bcstg. Co. Inc., licensee of WRBC Jackson, Miss. Granted July 10.

WRBC Jackson, Miss.—Rebel Bcstg. Co. Granted transfer of control to Lamar Life Insurance Co., licensee of WJDX, for $250,000, subject to condition that transfer not be consummated until transfer diverts itself of its interest in WJDX. Granted July 10.

WTTM Trenton, N. J.—Trent Bcstg. Corp. Granted consent to S. Carl Mark to acquire positive control (50%) from Elmer H. Wene for $80,000. Mr. Mark, who already holds 50%, is general manager of WTTM. Granted July 10.

WBRM Marion, N. C.—Lake City Bcstg. Corp. Granted consent to Bessie P. Hunt to transfer 21 shares of stock (10.4%) to W. P. Erwin (who already holds 39.9%), so Mr. Erwin will have control (50.2%). Granted July 10.

New Applications . . .

AM APPLICATION

Woodland, Calif.—Wagner Bcstg. Co., 780 kc, 1 kw daytime. Estimated construction cost $21,217.04, first year operating cost $36,000, revenue $38,000. Applicant is composed of John Andrew Wagner (60%), San Jose, Calif., contractor and rancher; John Russell Wagner (20%), co-manager of KVON Napa, Calif., and Carrie Helen Wagner (20%), housewife. Filed July 1.

TRANSFER REQUEST

KFH-AM-FM Wichita, Kan.—The Radio Station KFH Co. Requests approval of plan providing for the relinquishment of negative control contingent upon grant of licensee's application for television station [see story this issue]. Upon grant of television application, 25 persons would purchase 7,000 shares of stock in corporation for $50 per share (total of $350,000 new capital). Wichita Eagle Co. is owner of 10,956 out of 22,000 shares (49.8%) but beneficially owns total of 11,000 shares (50%). If proposed plan is approved and television grant made, new stock would reduce percentage now held by Wichita Eagle to slightly less than 38%. Filed July 7.

FCC Actions

(Continued from page 94)

July 10 Decisions . . .

COMMISSION EN BANC

License Renewal

Following stations granted renewal of licenses for regular period:

KRKD-FM Los Angeles; WBNY-FM Buffalo, N. Y.; WFMF Chicago; WKJF Pittsburg; WLDM Oak Park, Mich.; WLRD Miami Beach, Fla.; WMMW-FM Meriden, Conn.; WGHF New York; WNAV-FM Annapolis, Md.; WEAW Evanston, Ill.; KCMO-FM Kansas City, Mo.; KXOK-FM St. Louis, Mo.; WGTR Paxton, Mass.; WKRC-FM Cincinnati, Ohio; WLYN-FM Lynn, Mass.; WTOA Trenton, N. J., and WWDC-FM Washington.

1888 Dr. Augustin Frigon 1952

DR. AUGUSTIN FRIGON, 64, director of planning of Canadian Broadcasting Corp., died suddenly Wednesday night in the Laurentian resort town of Sixteen Islands, north of Montreal. He had been ill for some time.

Dr. Frigon

Dr. Frigon was appointed assistant general manager of CBC at its inception in 1936 and became general manager in 1944. Last December he was appointed director of planning, CBC Chairman A. D. Dunton moving him into the senior post to relieve him of strain of administrative duties.

Known internationally for his electrical and electronic achievements, Dr. Frigon was a junior member of the original Royal Commission that recommended a nationalized broadcasting system in 1929. He held a scientific doctorate from the U. of Paris, and degrees from Montreal Polytechnic Institute, Massachusetts Institute of Technology and Paris School of Higher Electricity.

He became a professor at the Montreal institute in 1910 and then set up a consulting service. He was instrumental in installing four 50 kw stations in Canada as well as low power repeating stations in remote communities. He held many engineering honors and belonged to leading engineering societies. At one time he was president of Quebec Electrical Commission and the Montreal branch of the Engineering Institute of Canada.

In Altoona it's **WVAM:**

First with top programming—
First in the heart of a rich Central Pennsylvania Market.

"Most Powerful—Most Popular"

first with the finest
DAY AND NIGHT

Weed & Co. *representatives*

1000 WATTS WVAM CBS ALTOONA 1430 ON YOUR DIAL

WLWT (TV) Cincinnati claimed the only independent television origination directly from the Republican National Convention in Chicago with this program July 6, eve of the big political rally. The camera is that of WNBT(TV)-NBC New York, but the program was WLWT's with Crosley's veteran newsman, Peter Grant. L to r: Mr. Grant, news commentator Bill Henry and announcer Ben Grauer. Woman in picture is unidentied.

KSD-AM-TV St. Louis originated special direct pickups from Chicago each day of the Republican convention last week. Working on the series were: (l to r) Seated, George M. Burbach, general manager of the stations, and Frank Eschen, special news events director; standing, Austin Bridgman of the stations' news staff and Arch King, staff member of the *Post-Dispatch*, licensee of KSD-AM-TV.

Peak Station Coverage at Chicago

(Continued from page 38)

city's civic auditorium, and planned to follow suit when the Democratic convention meets the week of July 21. With no TV station yet licensed in the state, spokesmen for the O. L. (Ted) Taylor outlet reported, the closed circuit provided the only means for Kansans in that area to witness the proceedings direct. Admittance to the auditorium was free.

TV-less Denver also saw thousands of people crowding into the exhibition rooms of the Shirley-Savoy Hotel to watch convention proceedings on closed circuit video made available by KOA and KLZ there. The stations, cooperating with 17 local set distributors, also placed sets in 50 individual rooms for use by the press, radio clients, agencies and guests of the distributors.

Standing-room-only accommodations and a waiting line required many viewers to watch in shifts the complete pool coverage and special programs from CBS and NBC. Weeks of preparation and thousands of dollars in equipment, including a mile of cable in the hotel, made the showing possible, according to the stations.

Radio coverage of the evening sessions was beamed to the West Indies, Central and South America by international shortwave station WRUL under the sponsorship of Philco International Corp., according to Ovid Riso, vice president of Philco International.

WPIX (TV) New York and its owner, the *New York News*, capsuled coverage of the conclave, presenting newsreels, still pictures, and last-minute news in half-hour highlight productions at 2, 8, and 11 p.m. daily. WPIX News Director Walter Engels headed the station's Chicago staff while newsreel photographer Frank Hurley supervised filming operations. Newscaster John Tillman coordinated in New York.

Waco, Tex., had its own front seat at the convention when KWTX that city set up a TV convention party. The radio outlet placed 50 video receivers on display in front of its studios and viewers pulled up chairs to witness CBS-TV and NBC-TV coverage. The local Junior Chamber of Commerce served up cold drinks, ice cream and pop corn. Located in a TV-less town, KWTX has applied for VHF Channel 11.

KTHT Houston laid claim to exclusives on actual broadcast coverage of proceedings before both the GOP National Committee and its Credentials Committee, although they were barred for a time to radio-TV. Station owner Roy Hofheinz led the KTHT news staff, smuggling microphones into the sessions. Edited broadcasts on the contested delegates were aired July 3 and 4, and later fed to Texas Coast Network stations.

As a result of its battle for radio freedom, KTHT claimed, the Credentials Committee finally opened the sessions to the broadcast media last Tuesday after the station aired closed proceedings the previous evening.

WCBM Baltimore sent local correspondents John Fulton Lewis and Greg Halpin to Chicago to report activities of the Maryland delegation to the station's estimated 2.5 million listeners.

WEEB Southern Pines, N. C. boasted that it was "probably the smallest station in the U. S. that is sending a man to cover the convention." According to Jack Younts, WEEB president, Arch Coleman tape-recorded a 15-minute segment each day for WEEB, WEWO Laurinburg and WGWR Asheboro, all North Carolina.

WLWC (TV) Columbus, Ohio, in addition to its network pickups from Chicago, telecast a special convention preview of the city's GOP delegates, with Richard Mall presiding over a panel of officials and newspaper experts.

Debut of the first live network TV program in the Pacific Northwest featured Vice President Alben Barkley and Sen. Warren Magnuson (D-Wash.) on film in a special dedication on KING-TV and Seattle

KNBC San Francisco, whose newsmen assisted last week with NBC coverage of the Republican meeting, mapped plans for special broadcasts this week in advance of the Democratic National Convention starting next Monday.

DENVER closed circuit TV convention coverage was made possible by KOA and KLZ and set distributors there. At this set are (l to r) William Walker, KOA producer; Charles C. Bevis Jr., KOA general manager; Clayton Brace, KLZ television research director, and Hugh Terry, KLZ vice president-general manager.

Television Applications

(Continued from page 82)

pals include President-Treasurer **J. B. Beacom** (96%), **Jennings Randolph** (4%) and Vice President and Secretary **Numa Fabre Jr.**

WHEELING, W. Va.—Polan Industries, VHF Ch. 7 (174-180 mc); ERP 107 kw visual, 54 kw aural; antenna height above average terrain 773 ft., above ground 574 ft. Estimated construction cost $305,000, first year operating cost $210,000, revenue $240,000. Post Office address 321 8th St., Huntington, W. Va. Studio location not specified. Transmitter location 3 mi. NE of Wheeling. Geographic coordinates 40° 05' 49" N. Lat., 80° 42' 06" W. Long. Transmitter and antenna RCA Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include general partners **Albert S. Polan** (20%), **E. G. Polan** (20%), **Lincoln M. Polan** (20%), **Dr. Charles M. Polan,** M.D. (20%) and **Lake Polan Jr.** (20%).

WHEELING, W. Va.—Tri-City Bcstg. Co. Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 584 ft., above ground 358.5 ft. Estimated construction cost $842,100, first year operating cost $365,270, revenue $225,000. Post Office address P. O. Box 567, Bellaire, Ohio. Studio location 400 Water St. Transmitter location 1.7 miles due E. of Wheeling. Geographic coordinates 40° 03' 41" N. Lat., 80° 45' 08" W. Long. Transmitter and antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer W. L. Foss (J. A. Moffet), Washington. Principals include President **Thomas M. Bloch** (6.7%), Vice President **Albert V. Dix** (32%), 10% owner of WWST-AM-FM Wooster, Ohio; Secretary-Treasurer **Gordon C. Dix** (16.6%), 10% owner of WWST-AM-FM. The Jesse A. Bloch estate (executed by **T. M. Bloch** and **Betty Bloch Harris**) owns 35.3% of the applicant which is licensee of WTFR-AM-FM Bellaire, Ohio.

+GREEN BAY, Wis.—Green Bay Newspaper Co. (WJPG), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 470 ft., above ground 408 ft. Estimated construction cost $320,000, first year operating cost $200,000, revenue $210,000. Post Office address Walnut and Madison Ave., Green Bay, Wis. Studio location 428 Cherry St. Transmitter location Scray's Hill, 4 mi. east of De Pere, Wis. Geographic coordinates 44° 24' 40" N. Lat., 87° 58' 19" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Victor I. Minahan** (12.1%), Treasurer Andrew B. **Turnbull** (22.9%), Secretary **Joseph Horner Jr.** (6.2%), **Harriet K. Roethke** (19.2%) and **Anne K. Conar** (5.8%).

GREEN BAY, Wis.—Valley Telecasting Corp. VHF Ch. 6 (82-88 mc); ERP 55 kw visual, 30 kw aural; antenna height above average terrain 626 ft.,

above ground 500 ft. Estimated construction cost $318,400, first year operating cost $250,000, revenue $250,000. Post Office address % Meyer M. Cohen, 203 Northern Bldg., Green Bay. Studio location 111½ South Washington. Transmitter location on State Rt. 32, 8½ mi. S. of Green Bay. Geographic coordinates 44° 23' 10" N. Lat., 88° 01' 13" W. Long. Transmitter and antenna RCA. Legal counsel Cohen & Marks, Washington, D. C. Consulting engineer Weldon & Carr, Washington, D. C. Principals include President **George Nau Burridge** (9%), 30% owner of the Hoberg Paper Mills, president-treasurer and 50% owner of Naus Inc., department store; Vice President **Elmer Reed Brennan** (14%) Northern district manager of Standard Theatres, Secretary **Meyer M. Cohen** (5%), 100% owner of Cohen, Parins & Cherney law firm, 50% owner of Fox River Realty Co., a real estate concern; Treasurer **Clayton Ewing** (9%), president 50% owner Falls Paper and Power Co., Oconto Falls, Wisc., paper and pulp manufacturers; **Rolando Frederick Gran** (14%) 45% owner of Milwaukee Area Bcstg. Co., and 19% owner of Lakehead Bcstrs. Inc. Mr. Gran also has multiple interests in motion picture theatres.

†MILWAUKEE, Wisconsin — Bartell Bcstrs. Inc. (WOKY) UHF Ch. 19 (500-506mc); ERP 17.28 kw visual, 8.64 aural; antenna height above average terrain 500 ft., above ground 550 ft. Estimated construction cost $196,350, first year operating cost $180,000, revenue $180,000. Post Office address 710 N. Plankinton Ave., Milwaukee 3. Studio and Transmitter location 2439 West Hopkins St., Milwaukee. Geographic coordinates 43° 4' 43" N. Lat., 87° 56' 33" W. Long. Transmitter and antenna RCA. Legal counsel Lee K. Beznor, Milwaukee. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President Gerald A. Bartell (16.667%), Vice President **Melvin M. Bartell** (0.4%), Secretary-Treasurer **Lee K. Beznor** (41.266%) and **David Beznor** (41.667%).

†SUPERIOR, Wis.—Ridson Inc. VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 747 ft., above ground 584 ft. Estimated construction cost $406,021.75, first year operating cost $330,000 revenue $396,000. Post Office address 921 Tower Ave., Superior, Wis. Studio location 921 Tower Ave. Transmitter location 5th Ave. W. & 10th St., Duluth, Minn. Geographic coordinates 46° 47' 20" N. Lat. 92° 06' 51" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, New York City. Consulting engineer John M. Sherman, Minneapolis. Principals include President **Robert B. Ridder,** officer and director of various Ridder companies; Vice President **Herman H. Ridder,** publisher of *St. Paul Dispatch Pioneer Press;* Vice President **Rodney A. Quick;** Vice President **Joseph B. Ridder,** officer and director of various Ridder companies; Vice President **Daniel H. Ridder,** officer and director in various Ridder companies; Vice President **Walter T. Ridder,** officer and director in Ridder companies; Secretary-Treasurer **Bernard H. Ridder Jr.,** officer-director in various Ridder companies. All 800 issued and outstanding shares of the common stock of Ridson Inc. are owned by Northwest Publications Inc., which in turn, is 69.4% owned by Ridder Publications Inc. Ridder Publications Inc. controls the Aberdeen News Co. Inc. (80%), licensee of KSDN Aberdeen, S. D.; Grand Forks Herald Inc. (60%), licensee of KILO Grand Forks, N. D.; Mid Continent Radio-Television Inc. (50%), licensee of WTCN-AM-FM-TV, Minneapolis.

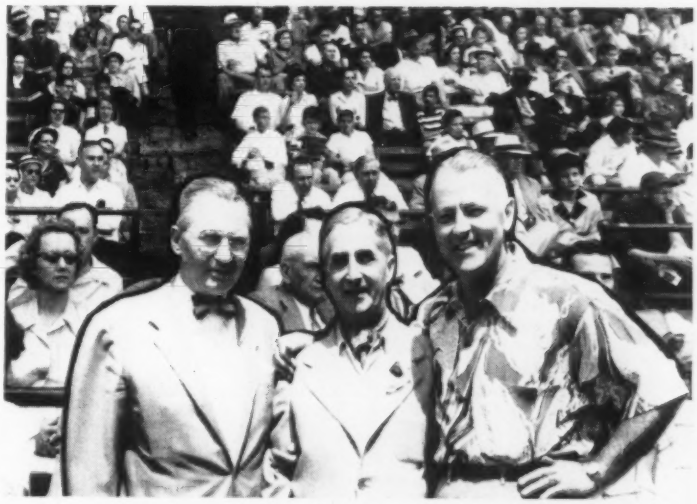
Existing Stations

Change in Channels

(The following stations request change in frequency as required under provisions of FCC Sixth Report & Order [B•T, April 14].)

WNBK (TV) Cleveland, Ohio—National Bcstg. Co., VHF Ch. 3 (60-66 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 965 ft., above ground 905 ft. Estimated cost of change $785,000. Transmitter location at intersection of Chestnut Road and Broadview Road in Parma. Change *from* Ch. 4 (66-72 mc), ERP 15 kw visual, 9 kw aural, antenna height above average terrain 619. Transmitter now located at Snowville Road, Brecksville Village, Ohio.

WTTV (TV) Bloomington, Ind. — Sarkes Tarzian Inc., VHF Ch. 4 (76-82 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 1,000 ft., above ground 953 ft. Estimated cost of change $297,000.



KSTL, WTMV and WEW, members of the Greater St. Louis Broadcasting System, were hosts on BC Headache Powder Day at Sportsman's Park, St. Louis, to more than 300 members of the wholesale and retail druggist groups of the area and their families. Among those present were the officers of the Missouri Pharmaceutical Assn., and of the Retail Druggist's Assn. of St. Louis. Shown standing in front of one of the sections of the park where their guests were seated are: (l to r) Frank J. Prendergast, WTMV; George Volz, WEW and Wm. E. Ware, KSTL.

FCC Rushes Processing

(Continued from page 69)

Wichita, Kan., sixth on the A-2 list, has the most applicants of any city in the U. S. There are 10 requests pending for three commercial channels.

Of the first dozen cities on the B-1 listing, there are about a half dozen which have applications unopposed by others. These include Bridgeport and New Britain, Conn., New Bedford, Mass., and York, Pa. Fall River, Mass., and Racine, Wis., have no bids pending for double UHF channels available in each.

There are applications pending in only two of the territories, Hawaii and Puerto Rico, which are not subject to the city priority system of the temporary processing procedure. In San Juan there are three applicants for two VHF channels. Empire Coil Co. and WKAQ San Juan both seek Channel 2 while WAPA San Juan is sole applicant for Channel 4.

At Honolulu, where five VHF channels are assigned, two applicants seek Channel 2, two pend for Channel 4 and one seeks Channel 11. The latter is the bid of Royaltel, composed of Herman B. Rosen and associates, identified with Royal Amusements Ltd., movie distributor and exhibitor. Meanwhile, KGMB Honolulu last week notified FCC it is preparing an application for Channel 9, which leaves Channel 13 still open.

Texas leads the states in number of pending applicants, having more than 50. There have been no new bids or amendments filed since April 14 for Delaware, Vermont, Utah and Wyoming.

Some 200 of the pending applicants seek UHF facilities, according to an informal check by FCC, with some 35 of these for VHF markets.

The majority of the new station requests, it is indicated, are from established broadcasters, while the next largest representation is newspapers.

Prominent personalities are identified with a number of new station requests, including Gov. Adlai Stevenson of Illinois and actors Bing Crosby, Bob Hope, James Stewart, Jack Benny and Mary Pickford Rogers.

Bob Hope and Hope Productions are 50% owner of Metropolitan Television Co., Channel 4 applicant at Denver and purchaser of KOA there from NBC for $2.25 million, subject to FCC consent (see story page 25).

Bing Crosby is 48% owner of KXLY-TV, 315 W. Sprague, applicant for Channel 4 at Spokane. KXLY Spokane is 50% owner of the new firm.

James Stewart is interested in Denver Television Co., Channel 7 applicant at Denver.

Mary Pickford Rogers has been a long-time applicant at Winston-Salem, N. C., seeking Channel 12.

Gov. Stevenson is minority stockholder in Sangamon Valley Television Corp., seeking Channel 2 at Springfield, Ill. Applicant is 32.5% owned by WTAX Springfield and 27.5% owned by WSOY Decatur, Ill.

ALA BACKS RWG

Offers Strike Support

AUTHORS League of America announced late Thursday it would throw its "full support" behind a strike of 67 members of the Radio Writers Guild (an ALA affiliate) against ABC, CBS and NBC in New York. The strike began July 2.

ALA Vice President John Hersey pledged his group's backing after a meeting at the Hotel Shelburne with three representatives of the RWG Thursday afternoon. Mr. Hersey said plans are being formulated to set up a "strike fund" to help the involved writers and added that a letter is being drafted to some 7,000 ALA members outlining suggestions that can help the strikers.

One recommendation to be included in the letter is the formation of picket lines to be manned by some of the well-known members of ALA, if and when they are available.

Mr. Hersey conferred with a strike strategy committee consisting of Jack McGiffert (CBS), Graham Grove (NBC) and Vince Dempsey (ABC). Also representing the ALA at the conference was Evelyn Burkey, assistant executive secretary.

One of the subjects discussed at the meeting was the feasibility of withholding all TV and radio material from the networks by members of ALA who are said to include 90% of the authors, dramatists and screen, TV and radio writers in the country.

The main issue in the strike is over the guild's demand for extra fees for news and other programs if they are sponsored [B•T, July 7].

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit

TAKE MY HEART

On Records: **Al Martino—Capitol; Vic Damone—Mercury; Toni Arden—Columbia; Dennis Day—Victor.**

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BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

at deadline

FCC New TV Grants

(Continued from page 5)

Group B-1 listing:

Bridgeport, Conn.—Southern Connecticut and Long Island Television Co. (WICC), UHF Ch. 43, ERP 81 kw visual, 46 kw aural; antenna 700 ft. Estimated cost $223,900. [B•T, July 7].

New Britain, Conn.—New Britain Bcstg. Co. (WKNB), UHF Ch. 30; ERP 180 kw visual, 90 kw aural; antenna 920 ft. Estimated cost $323,800. [B•T, July 7].

New Bedford, Mass.—E. Anthony & Sons (WNBH), UHF Ch. 28; ERP 200 kw visual, 100 kw aural; antenna 490 ft. Estimated cost $396,800. [B•T, July 7].

York, Pa.—Helm Coal Co. (WNOW), UHF Ch. 49; ERP 96 kw visual, 54 kw aural; antenna 470 ft. Estimated cost $176,500. [B•T, June 23].

York, Pa. — Susquehanna Bcstg. Co. (WSBA), UHF Ch. 43; ERP 170 kw visual, 86 kw aural; antenna 530 ft. Estimated cost $305,500. [B•T, June 9].

Other action by Commission included:

Denver—Ordered hearing for KMYR Bcstg. Co. (KMYR) and Metropolitan Television Co. (also applicant to buy KOA, see page 25), both seeking Ch. 4; and Aladdin Radio and Television Inc. (KLZ) and Denver Television Corp., both seeking Ch. 7. Dismissed applications of Edward Lasker, Landon Television Broadcast Co., Daniels and Fisher Stores Co. and Denver Television Co. which had not been amended since Sixth Report was issued April 14.

Portland, Ore.—Ordered hearing for KOIN Inc. (KOIN), Pioneer Broadcasters Inc. (KGW) and KXL Broadcasters (KXL), all seeking Ch. 6; Westinghouse Radio Stations Inc. (KEX) and Portland Television Inc., both seeking Ch. 8; Oregon Television Inc. and Columbia Empire Telecasters Inc. (KPOJ owns 40%), all for Ch. 12; Mt. Scott Telecasters Inc. (KGON Oregon City) and Vancouver Radio Corp. (KVAN Vancouver, Wash.), both seeking Ch. 21. Dismissed unamended applications of KPOJ Inc. (KPOJ) and Edward Lasker.

Tampa-St. Petersburg, Fla.— Ordered hearing for Pinellas Bcstg. Co. (WTSP), Tampa Bay Area Telecasting Corp. and Tribune Co. (WFLA), all seeking Ch. 8; Tampa Times Co. (WDAE), Orange Television Bcstg. Co. and Tampa Bcstg. Co. (WALT), all seeking Ch. 13; Empire Coil Co. and City of St. Petersburg (WSUN), both seeking Ch. 38. Dismissed unamended application of Gulf Theatres Inc.

Springfield - Holyoke, Mass. — Dismissed unamended application of New England Television Co.

Youngstown, Ohio—Dismissed unamended application of Mansfield Radio Co.

Wichita, Kan.—Ordered hearing for Radio Station KFH Co. (KFH), Taylor Radio and Television Corp. (KANS), Sunflower Television Co., Mid-Continent Television Inc. and Wichita Television Corp., all seeking Ch. 3; WKY Radiophone Co. (WKY-AM-TV Oklahoma City) and KAKE Bcstg. Co. (KAKE), both seeking Ch. 10; Wichita Beacon Bcstg. Co. (KWBB) and KFBI Inc. (KFBI), both seeking Ch. 16. Dismissed incomplete application of The C.W.C. Co. for Ch. 16 and dismissed unamended application OkKan Television Chain Inc.

Flint, Mich.—Ordered hearing for Booth Radio and Television Stations Inc. (WBBC), Trebit Corp. (WFDF) and WJR, Goodwill Station Inc. (WJR Detroit), all seeking Ch. 12; W. S. Butterfield Theatres Inc. (WUOM), and Trendle-Campbell Bcstg. Co. (WTAC), both seeking Ch. 16. Dismissed unamended application of Advertisers Press Inc. (WAJL-FM).

Bridgeport, Conn.—Ordered dismissal of incomplete application of Empire Coil Co. for Ch. 49.

Canton, Ohio—Ordered hearing for Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW), both seeking Ch. 29.

Fall River, Mass.—Dismissed unamended application of New England Television Co.

Reading, Pa.—Ordered hearing for Eastern Radio Corp. (WHUM) and Hawley Bcstg. Co. (WEEU), both seeking Ch. 61.

Allentown, Pa.—Ordered dismissal of defective application of Queen City Television Co. for Ch. 39 and dismissed unamended applications of Lehigh Valley Television Inc. and Associated Broadcasters Inc. (WEST Easton).

Waterbury, Conn.—Ordered hearing for American Republican Inc. (WBRY) and WATR Inc. (WATR), both seeking Ch. 53.

Harrisburg, Pa.—Ordered hearing for Kendrick Bcstg. Co. (WHGB) and Rossmoyne Corp (WCMB Lemoyne), both seeking Ch. 27; and WABX Inc. and Harrisburg Broadcasters Inc., both seeking Ch. 71.

Jackson, Mich.—Ordered hearing for WIBM Inc. (WIBM) and Jackson Broadcasting and Television Corp. (WKHM), both seeking Ch. 48.

Beaumont-Port Arthur, Tex.—Ordered hearing for Port Arthur College (KPAC), Port Arthur, and Lufkin Amusement Co., Beaumont, both seeking Ch. 4; and Enterprise Co. (KRIC) and KTRM Inc. (KTRM), both seeking Ch. 6 at Beaumont. Dismissed unamended applications of Sabine Television Co. and Beaumont Television Co.

Duluth, Minn.-Superior, Wis.—Ordered hearing for Red River Bcstg. Co. (KDAL), Head of Lakes Bcstg. Co. (WEBC) and Lakehead Telecasters Inc. (principals with WREX), all Duluth, and Ridson Inc. (WDSM), Superior, all seeking Ch. 6.

Sacramento, Calif.—Ordered hearing for KCRA Inc. (KCRA), Sacramento Broadcasters Inc. (KXOA) and Harmco Inc. (KROY), all seeking Ch. 3; and McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters, both seeking Ch. 10.

Fort Wayne, Ind.—Ordered hearing for Northeastern Indiana Bcstg. Co. (WFTW), News-Sentinel Bcstg. Co. (WGL) and Fort Wayne Television Corp., all seeking Ch. 33. Dismissed as incomplete applications of Westinghouse Radio Stations Inc. (WOWO) and Radio Fort Wayne (WANE), both seeking Ch. 21. Dismissed unamended application of Farnsworth Radio and Television Co.

Spokane, Wash.—Dismissed unamended application of Bing Crosby as individual. See grant of KXLY-TV above.

Austin, Tex.—Dismissed unamended application of Texas Telenet System Inc.

Set manufacturers will be ready with dual-channel models as well as UHF types and converters by time new stations go on air, according to James D. Secrest, RTMA general manager. Some dual-channel receivers are already on market, he noted.

New TV application for Channel 2 granted KFEL Denver was filed at FCC 11:10 a.m. Friday, just minutes after Commission acted on Denver authorizations. It was noted, however, new bid of Knox LaRue would have been out of running even if filed earlier in morning since 24-hour rule precluded its consideration.

BOSS'S BOSS

JOSEPH H. McCONNELL, NBC president, found himself ensconced as "super director of operations" of NBC's convention coverage in Chicago last week. It said so on his chair, located in master control at amphitheatre headquarters. Attending his first convention, Mr. McConnell had planned to take quick-look and go home. But he stayed until sign-off Friday. He sat beside William R. McAndrew, in charge of convention coverage.

PEOPLE...

WILLIAM D. FISHER, radio-TV director at Gardner Adv., St. Louis, named vice president. He is former associate radio-TV director Young & Rubicam, Chicago. Other new Gardner vice presidents are **WILLIAM L. SPENCER**, copy chief there for six years; **GEORGE HOWELL SHIELDS**, formerly of Leo Burnett, Chicago, now account executive on Ralston Cereals, and **PAUL LEHNER**, with Gardner 17 years, account executive.

TOM TOYE, account executive WINS New York, transferred to New York sales office of WLW Cincinnati as sales representative for WLW and WINS. Both stations are owned and operated by Crosley Broadcasting Corp.

THOMAS F. McANDREWS Jr. to Ted Bates & Co., N. Y., as film producer in television commercial department. He formerly was with Kenyon & Eckhardt, CBS, and Republic Pictures Corp.

JOE SABIA, program director WHOB Gardner, Mass., to announcing staff of WKNE Keene, N. H.

ERNEST W. TURNER, executive art director, Minneapolis office, and **PHELPS JOHNSTON**, creative director, Chicago office, elected vice presidents of Campbell-Minthun Inc.

THOMAS R. BROWN has been named treasurer of Rand Adv., N. Y. He has been with Compton Adv. and Kudner Agency, both N. Y., and was former assistant general manager of Anahist Co.

RADIO AND TV PUT GEN. EISENHOWER OVER

NOMINATION of Gen. Eisenhower as Republican candidate for presidency was widely applauded by broadcasters attending Chicago convention, on ground that he believes in medium, and will foster course of minimum regulation and no censorship in normal times.

Broadcasters pointed out that it was because of radio and TV that Gen. Ike was enabled in four months to overcome four years of planning and organization by his chief opponent, Sen. Robert A. Taft.

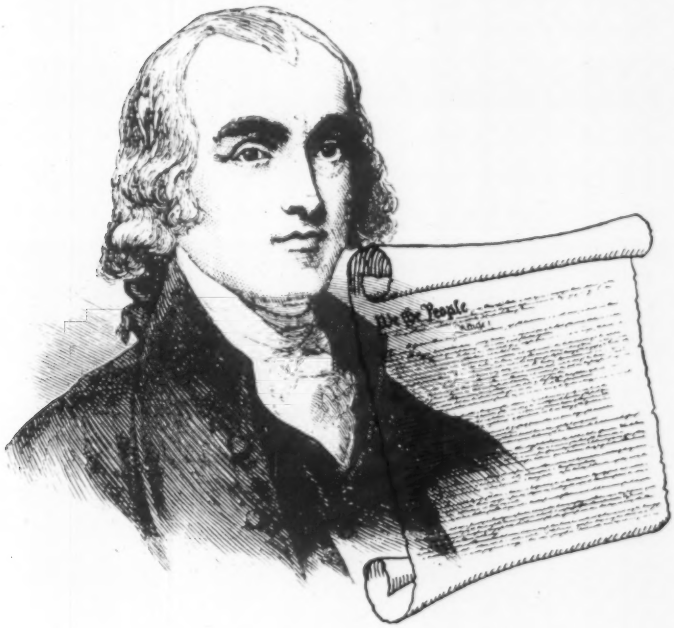
There was rancor and bitterness evident before Ike's nomination was wrapped up Friday. Broadcasters were not spared. Charges were made that 90% of radio and TV commentators on networks supported Ike and were biased. This, of course, was promptly denied, with statements generally that commentators were as objective as they could be under circumstances.

Gen. Ike is no neophyte in radio. His brother, Dr. Milton S. Eisenhower, president of Penn State, is old-timer in radio, having served as radio director and then information director of Agriculture Dept. under Secretary Jardine in Hoover administration. Gen. Ike's naval aide during World War II was Capt. Harry C. Butcher, former CBS Washington vice president and now owner of KIST Santa Barbara.

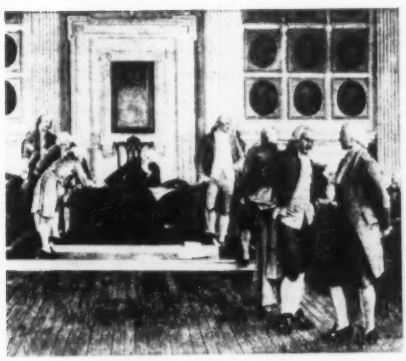
Where Taft organization was hard to get along with during convention, Eisenhower staff cooperated all down line with radio and television. There was some feeling that Taft group would be disposed to make it tough for broadcasters at next Congress.

This threat, however, appeared to evaporate following Gen. Ike's call on Sen. Taft immediately after nomination, at which Taft pledged to do everything possible to assist in Eisenhower campaign.

XUM



JAMES MADISON's "era of good feeling"



Signing of the Constitution

James Madison's second term as President of the United States was marked by a tranquility and growth that labeled it "the era of good feeling." But it was not complacency or do-nothingness on the part of this great Virginian that brought it about. To the contrary, Madison's record (for example, his stirring essays in the Federalist which spurred the ratification of the Constitution and earned him the title "Father of the Constitution") is one of aggressiveness and selfless service.

Havens and Martin Stations, The First Stations of Virginia, believe that "good feeling" and service go hand-in-hand. In and around Richmond they demonstrate this daily to the advantage of numerous blue-ribbon radio and TV advertisers.

WMBG AM **WCOD** FM

WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond
Pioneer NBC outlets for Virginia's first market

WTVR *Represented nationally by Blair TV, Inc.*
WMBG *Represented nationally by The Bolling Co.*

FIRST STATIONS OF VIRGINIA

50,000 WATTS OF POWER-PACKED

KEX — traordinary ADVERTISING ACTION

Advertisers get fast, action-packed results when they use KEX, Oregon's only 50,000 watt station.

✓CHECK THESE CURRENT CAMPAIGNS

ARMOUR & COMPANY

A special Portland promotion featuring KEX Kiddie Star, Uncle Bob, has the sale of Star Brand Frankfurters and Pork Sausages soaring!

Uncle Bob makes personal appearances at supermarkets and auditions young talent. Winners are presented weekly at a Saturday morning theatre party which is broadcast over KEX.

KEX SUMMER BANDWAGON

A combination promotion between KEX and seven grocery groups (representing over a hundred retail outlets) has resulted in the greatest direct selling campaign ever in action in the Portland area.

KEX provides a saturation radio campaign — and the stores feature "Bandwagon" products in their advertising. These sixteen food advertisers are currently riding the KEX Bandwagon:

AMAZO Desserts
ARMOUR Star Brand Products
BLUE BELL Chips
BLUEBONNET Margerine
FAB
CROWN Flour
PEPSI-COLA
POST'S Corn-fetti
CUTICURA Soap & Ointment
FRANZ Bread
General Mills WHEATIES
GRANDMA COOKIES
JUNKET Sherbets
KELLOGG Variety Pack
NALLEY'S Tang and Chips
WELCH'S Grape Juice
CAVALIER Cigarettes

MORE *ACTION* FOR THESE ADVERTISERS

FISHEL'S • Portland outdoor furniture retailer celebrated 30th anniversary with KEX spot "saturation" campaign and special "Kay West Festive Thursday" broadcast. Result: sales climb.

SAVINGS & LOAN ASSOCIATION Attributes $50,000 individual deposit to 50,000 watt KEX newscast.

LUCKY LAGER BREWING COMPANY • Sponsors late evening "Dance Time." Top records of the week are tabulated from the enthusiastic response of dealers and music operators.

Here's proof of KEX coverage. During the last six months KEX received mail from 99 of the total 121 Pacific Coast counties, plus Alaska, British Columbia, Alberta, and eight other states. For additional information, contact KEX Sales or Free & Peters.

KEX Oregon's *Only* 50,000 Watt Station
ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc • KEX • KYW • KDKA • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

XUM